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Quick Key!

CES 2025

BY RE NA WA NA S

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01

INTRODUCTION



01

CES 2025 When Innovation Moves from Promise to Impact

With over 4,000 exhibitors spread across more than 200,000 square meters and representing 150 countries, including around 1,400 startups, **CES 2025 proved that it's far more than just a "gadget fest."** Yet, frivolity often takes center stage in media coverage, drawing clicks at the expense of the essentials... and believe me, I speak from experience! :)

This year's edition marked a profound transformation, where the promises of previous years materialized into products ready to change some of our everyday habits. Unlike in other years, where prototypes and concepts stole the show, we witnessed a more mature industry, ready to offer tangible solutions that address real needs. **In this document, you'll find a personal selection of 45 products and services.** Admittedly, this might seem modest compared to the thousands of exhibitors, but this selection provides an essential lens to understand the efforts made by companies in the tech world.

These choices highlight innovations that don't just amaze but respond to societal, environmental, and human challenges.

Beyond this selection, **I've also thoroughly analyzed the keynotes from major players** such as Nvidia, Intel, LG, Samsung, Toyota, Panasonic, Accenture, Delta, AMD, and SiriusXM. These presentations **shed light on the industry's strategic trends and the technological priorities for the years to come.**

The saying, "The unknown is not necessarily a mistake," resonated through bold and practical innovations like the EcoFlow solar hat or the Roto VR Explorer rotating VR chair. These products embody a quest for original yet directly useful solutions. CES 2025 also showcased advancements in sustainability, with products such as the Anker Solix solar umbrella or the Haus.me prefabricated house, designed to withstand natural disasters.

These innovations reflect a **collective commitment to reimagine the technological future,** prioritizing **pragmatic approaches and sustainable solutions.**

Happy reading!

01

What major technological trends emerged at CES 2025??

CES 2025 highlighted several major technological trends. These trends emphasize a technological evolution where AI, sustainability, and inclusion are key drivers, transforming how we live, work, and interact with the world around us, including:

AI as a Universal Catalyst: Artificial intelligence is being integrated across fields like healthcare, mobility, and everyday objects, delivering enhanced, intuitive, and personalized experiences.

Wearable Technologies Combine Elegance and Functionality: Wearable devices, such as smart glasses and fitness trackers, offer advanced features in sleek, discreet designs.

Sustainable and Adaptive Mobility: Focus is on environmentally friendly and flexible mobility solutions, including modular ground-to-air vehicles and portable solar generators.

Technological Inclusion: Efforts are being made to include often-overlooked populations with products like smart glasses for the visually impaired and multilingual translation tools.

Simplified and Global Communication: Tools are unifying platforms and formats, such as universal communication apps and real-time translators.

Sustainability as the Standard: Products incorporate recycled materials, renewable energy solutions, and responsible approaches to design and production.

AI in Everyday Life: AI is becoming a part of daily-use products, such as refrigerators and smart homes.

The Evolution of Mobility: CES 2025 showcased innovations in mobility, including electric cars, flying vehicles, and smart cities.

The Rise of Quantum Computing: Google unveiled its in-house quantum chip, Willow, which promises to revolutionize computing.

01

CES 2025: 5 Essential Keywords

AI in Everyday Life

- Last year, the emphasis was on AI technology itself.
- This year, the focus is on products that incorporate AI into everyday life. Examples include the Samsung AI Home Vision and the LG Transparent InstaView Refrigerator.

The Evolution of Mobility

- Toyota made a comeback at CES after a 5-year absence, showcasing Woven City, a futuristic smart city featuring hydrogen fuel cells, AI, and autonomous vehicles.
- Other highlights included Google Waymo and the Sony Honda Apila electric car.

Semiconductors Driving AI Power

- Significant advancements were revealed, including Nvidia's Blackwell progress, new AMD Radeon products, and cutting-edge AI memory solutions like SK Hynix HBM.

-

The Strengthened Presence of Chinese Technologies

- A total of 1,339 Chinese companies participated, ranking just behind the U.S.
- Samsung and LG faced competition from Hisense AI Your Life, while TCL unveiled professional solutions, automotive innovations, and AR glasses with integrated displays.
- Xiaopeng also introduced its flying car concept, pushing the boundaries of mobility innovation.

The Rise of Quantum Computing

- Google introduced its proprietary quantum chip, Willow, positioned as a solution to one of AI's critical weaknesses: excessive energy consumption.

01

How does each company differentiate its approach to AI?

I analyzed nine conferences presented at CES, and in Chapter 7, you will find a detailed summary of each keynote. This section includes an overview of the key points discussed, the concrete applications presented, the main announcements made, as well as insights into their potential impact..



LG stands out with its "Affectionate Intelligence," a human-centered approach aimed at creating personalized and empathetic experiences. They also integrate AI at the hardware component level ("Core-Tech") to enhance product sustainability and efficiency. Additionally, LG emphasizes open and collaborative platforms to accelerate innovation and third-party solution integration while prioritizing security and privacy through embedded solutions.



Samsung differentiates itself through cross-device consistency with One UI, ensuring a seamless user experience across all Samsung devices. Ethics and security are also key priorities, leveraging blockchain technology via Knox Matrix and local data processing with Edge AI to protect user privacy. Samsung emphasizes universal accessibility, introducing innovations like voice recognition to personalize experiences based on individual needs. Lastly, the company aims to build a global ecosystem encompassing diverse industries (ships, vehicles, commercial buildings) to broaden AI's reach and impact.

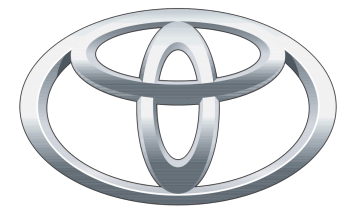


NVIDIA

NVIDIA focuses on optimization for large-scale computing, maximizing model performance through highly optimized GPUs. They stand out by converging AI and simulation, integrating Omniverse (simulation) and Cosmos (a foundational physical model) to anchor AI in physical reality. NVIDIA also offers modular solutions (such as Nemo and Nims) to simplify AI adoption across diverse environments and provides a comprehensive software and hardware infrastructure—from the cloud to personal devices—facilitating widespread adoption.

01

How does each company differentiate its approach to AI?



TOYOTA

Toyota adopts a "human-centric" approach to AI, testing it in a living lab (U-City) to observe its impact in real-world conditions. Its technologies are designed to meet human needs, enhancing quality of life through domestic robots and autonomous systems. Toyota also promotes collaborative innovation across various industries, contrasting with the more siloed strategies of some competitors.



Panasonic differentiates itself through ethical and responsible AI, partnering with Anthropic to uphold strict ethical standards and placing humans at the center of its innovations. The company focuses on seamless daily integration, offering practical and personalized solutions such as UMI and BlueYonder. Additionally, Panasonic takes a collaborative approach, working with strategic partners to maximize environmental and societal impact.



Accenture emphasizes human-centered AI, combining technology with organizational change. Its solutions operate within interoperable ecosystems, avoiding technical debt. Furthermore, Accenture is committed to employee training and support, implementing an education strategy and skill management system through an internal knowledge database.

01

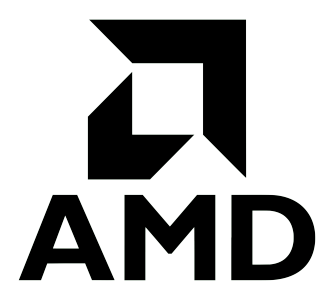
How does each company differentiate its approach to AI?

intel.

Intel sets itself apart with on-chip AI, operating independently of the cloud. Leveraging the x86 ecosystem, Intel provides AI-optimized solutions with extensive compatibility for existing applications. The company collaborates with independent software vendors (ISVs), with over 500 AI models optimized for the Intel Core Ultra platform.



Delta utilizes AI for end-to-end personalization, anticipating traveler needs and offering real-time recommendations through Delta Concierge. The AI ensures seamless integration across all travel stages, from booking to in-flight experience. However, Delta designs its AI to enhance human connections rather than replace them, emphasizing the value of personal interaction.



AMD focuses on performance and energy efficiency, featuring processors like Ryzen AI Max, which deliver cutting-edge AI performance with low energy consumption. Their solutions support a broad range of applications, from gaming to creative software and enterprise solutions. Additionally, AMD emphasizes strategic partnerships with industry leaders such as Microsoft and Dell to co-develop hardware-software-optimized solutions.

01

Videos to Watch

- [27 MEILLEURES technologies que j'ai vues au CES 2025 ! \(French\)](#)
- [Best of CES 2025](#)
- [20 Coolest Tech at CES 2025](#)
- [Best Robots at CES 2025](#)
- [Le CES 2025 en mode VLOG : c'était génial !! \(French\)](#)
- [Official CES YouTube Channel](#)

Images in the document

We have intentionally included few images to encourage you to visit the websites if a service or product piques your interest..

02

HEALTH



02

AI in Healthcare

The impact of AI on healthcare is vast and transformative, reshaping various aspects of care, research, and wellness. AI is revolutionizing healthcare by making diagnostics more accessible, personalizing treatments, enhancing patient support, and enabling groundbreaking assistive technologies.

Key Examples of AI's Influence:

- Sleep Apnea
- Lung Function
- Cerebral Blood Flow
- Health Assistants and Patient Support
- Elderly Care
- Women's Wellness
- Respiratory Health
- Veterinary Care
- Veterinary Consultation 5.0
- Assistive Technologies
- Blind Autonomy

General Trends

AI Integration: AI is being incorporated into various devices and platforms, such as smart mirrors like Withings OMNIA and activity trackers for pets like LavvieTAG Pro.

Gesture Control: Mudra Link by Wearable Devices uses neural signals for gesture control, unlocking new ways to interact with devices and AR/VR environments.

Vision Correction: Smart glasses like SoliddVision use AI to address macular degeneration, restoring vision for those with visual impairments.

02

CareBom: AI for seniors, enabling proactive and human-centered healthcare

CareBom introduces an advanced health solution that combines artificial intelligence with human care to improve health management for seniors. Designed to address the challenges of a globally aging population, this technology offers innovative and intuitive tools:

Personalized Health Monitoring: Real-time tracking of essential health data for easier and more proactive management.

AI-Based Emotional Analysis: Voice analysis to detect and manage emotions, promoting a holistic approach to care.

Seamless Connectivity: Enables families and medical institutions to collaborate effectively for continuous and optimized monitoring.

Perspective:

CareBom is aligned with the growth of the senior technology market, projected to reach \$1.4 trillion by 2030. Unlike competitors like Apple Health or Withings, CareBom focuses on family and institutional **connectivity to address the needs of the 703 million people aged 65 and over worldwide**. By integrating emotional insights, the startup is redefining connected health by blending technology and humanity, offering families and caregivers effective and empathetic tools.

Contact : <https://junctionmed.com/>

02

LAIKA Voice: The AI ally for veterinarians in consultation 5.0

LAIKA, an Italian company, is **the first AI colleague for veterinarians**, integrating advanced voice recognition capabilities. Selected by the Italian ITA delegation, this technology promises to revolutionize veterinary practice through hands-free interaction between professionals and artificial intelligence.

Designed to address critical veterinary needs, LAIKA Voice:

- Provides instant recommendations for diagnostics and treatments.
- Simplifies consultations with an intuitive interface and collaborative integration.
- Embodies the vision of Consultation 5.0, where AI becomes an empathetic and efficient partner in medical decision-making.

Perspective:

In a veterinary sector where speed and accuracy are vital, LAIKA Voice combines voice technology and artificial intelligence to address the profession's challenges. In 2024, the global animal health technology market exceeded \$50 billion, reflecting a growing demand for effective and accessible tools.

Amid a shortage of veterinarians and the complexity of managing challenging cases, LAIKA Voice stands out with its collaborative and empathetic AI, redefining technology's role in animal care while reducing stress for practitioners.

Contact : <https://laika.aitemsolutions.com/>

02

Withings OMNIA: The smart mirror redefining connected health

At CES 2025, Withings unveiled OMNIA, a smart mirror designed to provide a holistic and interactive view of health indicators. Far more than a simple connected device, OMNIA offers in-depth monitoring of cardiac, metabolic, body, and sleep health, leveraging the Withings ecosystem and advanced sensors to collect over 60 vital parameters.

By aggregating data on weight, nutrition, physical activity, and sleep quality, OMNIA helps users take a proactive approach to their health with tailored recommendations and connections between various biomarkers.

Key Features:

- 360° Health Assessment: Heart rate, vascular age, body composition, sleep, nutrition, and more.
- AI Voice Assistant: Real-time motivation and responses.
- Telemedicine: Consultations with healthcare professionals.
- Some features, like ECG medical analyses, will be rolled out in the Withings app in 2025.

Perspective:

OMNIA has the potential to revolutionize personal health management by making data accessible and seamlessly integrated into daily life. In a connected health technology market projected to reach \$300 billion by 2028, **OMNIA positions Withings as a prevention-focused leader.**

Competing against giants like Apple and Fitbit, Withings will need to stand out through a unique user experience, seamless integration, and a strong commitment to data privacy. **The addition of telemedicine capabilities enhances its potential for remote care**, establishing OMNIA as a potential benchmark in home health devices.

Contact : <https://www.withings.com/>

02

Movano Health introduces EvieAI: A virtual wellness assistant for women

Movano Health has announced the beta launch of EvieAI, a virtual wellness assistant integrated into the Evie Ring, a smart wearable designed specifically for women. **This innovation leverages data from over 100,000 medical journals**, delivering accurate and reliable insights on symptoms, diseases, and procedures, far surpassing traditional digital assistants like ChatGPT.

With future integration of user-specific data (heart rate, blood oxygen levels, menstrual cycle, skin temperature, etc.), EvieAI will personalize its responses based on each user's health profile. Privacy is safeguarded through industry-standard encryption protocols.

The Evie Ring, priced at \$269 with no subscription fees, is designed for comfort and durability, featuring a 4-day battery life and an adjustable design to accommodate finger size variations. EvieAI is currently available in a free beta version for iOS.

Perspective:

Movano Health is making a strategic breakthrough in the wearables market, projected to reach \$63 billion by 2024 with an annual growth rate of 14%. The Evie Ring stands out from competitors like Oura and Fitbit with its focus on women, advanced medical features, and lack of subscription fees.

With EvieAI positioned as a reliable medical assistant, the brand enhances its credibility **among consumers seeking proactive health solutions**. The integration of personalized data strengthens its appeal in a growing market for technologies that blend AI and wellness.

Contact : <https://movanohealth.com/>

02

Zenbox: AI empowering your breathing

Quantiq, an innovative connected health startup, introduces Zenbox, a respiratory coach powered by cutting-edge medical technology and AI. This universal app, designed for athletes and office professionals alike, transforms a smartphone into a respiratory tracking tool using Cobox® technology. Without the need for additional equipment, Zenbox offers interactive, precise, and engaging exercises to enhance physical and mental well-being.

Equipped with clinically validated rPPG (remote photoplethysmography) sensors tested in four hospitals, **this innovation tracks vital signs with medical-grade accuracy.** Its benefits are significant: proven reductions in stress (25%), anxiety (40%), and heart rates (8 BPM). In 2024, 11 Paralympic athletes adopted Zenbox during the Paris Olympics, highlighting its reliability in demanding environments.

Perspective:

Zenbox arrives at a critical time as stress, sleep disorders, and cardiovascular issues rise alarmingly. While competitors like Calm or Headspace rely on general relaxation approaches, Zenbox stands out with its precision medical technology, eliminating the need for costly and cumbersome devices.

Its playful and personalized approach, incorporating gamification principles, surpasses existing solutions. The global connected health app market, valued at \$325 billion in 2024 with a 20% annual growth rate, offers significant opportunities. Zenbox's accessibility (requiring only a smartphone) and clinically validated technology position it to capture a substantial market share.

By integrating Zenbox into corporate wellness programs and public health initiatives, Quantiq delivers a solution that meets modern needs, blending science and well-being seamlessly.

Contact : <https://quantiq.io/>

02

APNEAL: transforming smartphones into medical diagnostic tools for sleep Apnea

At CES 2025, deeptech startup APNEAL unveiled a groundbreaking technology that turns a smartphone into a medical tool for detecting sleep apnea. Utilizing sophisticated AI and integrated phone sensors, this innovation provides accessible, accurate, and affordable testing. With a 90% clinical correlation to traditional polysomnography, APNEAL offers an alternative to current methods, which are often costly and uncomfortable.

Backed by 8 years of research, 20,000 hours of testing, and 7 innovation awards, APNEAL aims to bridge the gap in diagnosing the 80% of undetected cases.

Perspective:

APNEAL addresses a massive public health issue: 900 million people worldwide are affected by sleep apnea. In the U.S. alone, 26% of adults aged 30-70 are impacted, with the condition exacerbating diseases such as diabetes, strokes, and cancer. Traditional approaches, requiring complex equipment or costly hospitalizations, remain a significant barrier to widespread screening.

APNEAL stands out in a market where connected devices (like smartwatches and wearables) often fail to go beyond severe case detection. With the global health app market projected to reach \$325 billion in 2024, APNEAL has a vast opportunity to democratize diagnostics. Its simplicity—requiring only a smartphone and an adhesive—and its clinical performance mark it as a major technological leap forward, poised to revolutionize preventive medicine.

Key Highlights:

- Unmatched Precision: Analyzing up to 3,000 data points per second with advanced AI algorithms.
- Robust Clinical Studies: Ongoing trials in 20 European centers to validate effectiveness and secure CE and FDA certifications by 2025.
- Collaborative Strength: Working with Air Liquide and a European consortium to address sleep apnea with simple, universal technology.
- APNEAL is poised to transform the smartphones of 7.21 billion users into medical tools, democratizing diagnostics to save lives and reduce healthcare costs on a global scale.

02

Afference: redefining touch with neural haptic technology

Founded in June 2022 by Jacob Segil and Dustin Tyler, experts in neural engineering and product commercialization, Afference is on a bold mission to restore the sense of touch and enhance human-technology interaction. **Driven by the goal of reawakening lost sensory experiences**, the company develops neural haptic solutions that blend science and technology to enrich daily life.

At CES 2025, Afference unveiled the Afference Ring, a groundbreaking device that miniaturizes neural haptic technology. This innovative ring enables users to feel tactile sensations directly at their fingertips without physical contact. Compact, durable, and Bluetooth-connected, it redefines applications in virtual reality, spatial computing, and gaming.

Key Features of the Afference Ring:

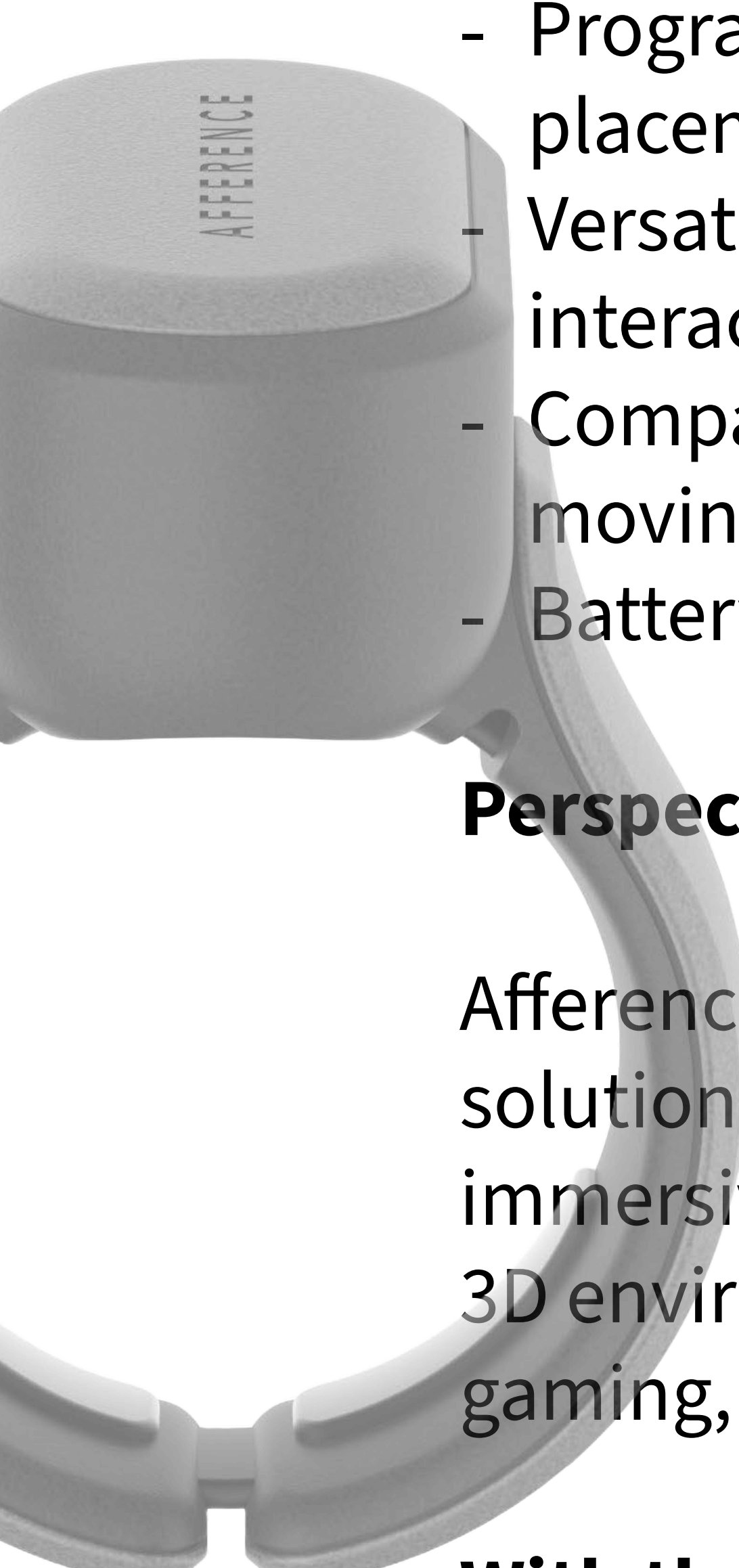
- Programmable Sensations: Adjustable intensity and customizable sensation placement along the finger.
- Versatility: Suitable for immersive environments like VR/AR, video games, and interactive applications.
- Compact Technology: 25% smaller than traditional haptic solutions, with no moving parts for enhanced durability.
- Battery Life: Up to 3 hours of use with Bluetooth connectivity.

Perspective:

Afference establishes itself as a pioneer in haptic technologies. Unlike current solutions, often limited to basic vibrations, the Afference Ring delivers an immersive simulation of touch, elevating the quality of interactions in both 2D and 3D environments. This innovation has the potential to transform applications in gaming, the metaverse, and wearable industries across various sectors.

With the Afference Ring, the future of tactile interaction is set to become more immersive and human than ever before.

Contact : <https://www.afference.io/>



02

electronRx: managing respiratory diseases with the PurpleDx App

UK-based company electronRx has launched purpleDx, a groundbreaking mobile application **for remotely monitoring lung function in patients with chronic respiratory diseases (CRDs)**. Developed to meet stringent medical standards, this technology transforms smartphones into cardiopulmonary evaluation tools, detecting digital biomarkers to optimize treatments. For example, the smartphone's camera can capture and measure blood flow around the face—undetectable to the human eye. A typical 30-60 second measurement captures millions of data points, which are converted into digital biomarkers to provide a range of physiological insights.

By utilizing smartphone-integrated sensors, purpleDx measures key parameters such as heart rate, respiratory rate, and tidal volume. The collected data is available in real time via a clinical dashboard, enabling healthcare professionals to proactively adjust treatments.

Perspective:

With CRDs being the third leading cause of death globally, purpleDx addresses a monumental public health challenge. Traditional approaches, hindered by late diagnoses and sporadic follow-ups, are no longer sufficient. By combining digital biomarkers with mobile sensor intelligence, electronRx offers an accessible and proactive solution.

Compared to more expensive and complex devices, purpleDx has the potential to revolutionize pulmonary monitoring for millions of patients while easing the burden on healthcare systems.

By placing patients at the center of innovation, purpleDx paves the way for personalized, anticipatory, and digital medicine.

Contact : <https://www.electronrx.com/>

03

WEARABLE



03

Wearables: A Promising Future

Wearables are thriving, pushing the boundaries of technology and imagination. The scope of innovation is remarkable, encompassing various aspects of life, from health to entertainment and interaction with the digital world.

The examples below demonstrate that wearable innovations go beyond enhancing existing functionalities; they also open new avenues for improving health, technology interaction, and accessibility.

The future of wearables looks promising, with immense potential to transform how we live, work, and engage with the world around us.

Key Innovations in Wearables:

- Advanced Tracking
- Personalized Medical Assistance
- Animal Wellness
- Augmented Reality (AR) and Human-Machine Interaction
- Neural Control
- Immersive Experiences
- Haptic Touch

Smart Features and Connectivity:

- Stylish connected glasses
- Medical diagnostics via smartphone
- Smart mirrors

Accessibility and Assistive Technologies:

- Autonomy for the visually impaired
- Vision correction

03

Wearable devices and TCL RayNeo: the first AR Glasses controlled by neural signals

In collaboration with TCL RayNeo and Qualcomm, Wearable Devices (WD) will unveil at CES 2025 the first augmented reality (AR) glasses controlled by neural signals. Powered by WD's Mudra technology and Qualcomm's Snapdragon XR chip, these glasses deliver a groundbreaking and intuitive AR interaction experience.

Perspective:

This collaboration represents a turning point for augmented reality by leveraging neural signals **to enable a truly hands-free experience**. In 2024, the AR/XR glasses market, valued at \$40 billion, is driven by a growing demand for seamless and natural interactions.

Competing with industry leaders like Magic Leap and Microsoft HoloLens, the alliance of Wearable Devices, TCL RayNeo, and Qualcomm sets itself apart through the power of Snapdragon XR, the innovation of Mudra Neural Control, and the ergonomic design of RayNeo AR glasses. This solution redefines consumer applications and professional use cases in healthcare, training, and industry.

Contact : <https://www.wearabledevices.co.il/>

Even realities unveils G1 Smart Glasses

Even Realities has introduced its Even G1 smart glasses, including the new rectangular Even G1 B model. These glasses redefine wearable technology by **combining minimalist aesthetics with intelligent features** for a discreet and immersive digital experience.

Key Features of the Even G1:

- Real-Time Translation: Instantly communicate across multiple languages with seamless voice translation.
- AI Teleprompter: Voice-synced application for flawless presentations.
- Step-by-Step Navigation: Integrated directions to keep you on track.
- QuickNotes & Dashboard: Hands-free management of notifications, tasks, notes, news, and financial markets.
- Advanced Display Technology: Featuring a compact Micro LED optical engine and waveguide lenses, the G1 projects a clear and readable interface 1 to 5 meters ahead of the user, while minimizing dizziness.
- Crafted from premium materials like magnesium alloys, titanium, and sandstone coatings, the Even G1 offers a lightweight and stylish design suitable for daily use. Available with prescription or non-prescription lenses, as well as removable solar lenses, they adapt seamlessly to any situation.

Perspective:

The Even G1 smart glasses revolutionize the wearables industry, **targeting a \$35 billion global market by 2030**. By blending sleek design with intelligent features, they cater to professionals and tech enthusiasts seeking uncompromising connectivity.

Competing with Google Glass and Nreal, the Even G1 stands out with its philosophy of “Uninterrupted Connections”, balancing digital interactions with immersion in the physical world.

Contact : <https://www.evenrealities.com//>

.Lumen Unveils revolutionary glasses for the blind

.Lumen, a European startup specializing in assistive technologies, has introduced the .lumen Glasses, the most advanced eyewear for empowering the autonomy of blind individuals.

Inspired by the founder's family history, where all members except him live with disabilities, .Lumen developed this groundbreaking solution to address **the lack of scalable assistive technologies**. By integrating patented pedestrian autonomous driving technology, these glasses replicate the core functions of a guide dog while overcoming their limitations:

- Accessibility: Guide dogs cost \$0.5 billion annually for training and are limited to just 28,000 dogs for over 300 million blind people worldwide.
- Technological Independence: The glasses operate without internet connectivity or pre-mapping, ensuring global usability.
- Adaptability: The technology can also be applied to humanoid robots or robotic dogs for diverse use cases.

Perspective:

The .lumen Glasses represent a breakthrough in assistive technologies, offering a scalable and affordable solution for blind or visually impaired individuals. With the assistive device market projected to reach \$30 billion by 2030, .Lumen positions itself **as a key player by providing a powerful technological alternative to traditional solutions**.

The integration of pedestrian autonomous driving technology signifies a significant leap, benefiting not only individuals but also the broader tech ecosystem by enabling adoption in robots and other autonomous devices.

Contact : <https://www.dotlumen.com/>

LavvieTAG Pro: AI enhancing pet well-being

PurrSong, a pioneer in pet technology, has unveiled its latest innovation: LavvieTAG Pro, a groundbreaking activity tracker designed to monitor and protect the health of cats and dogs. Leveraging AI and Bluetooth Low Energy (BLE) technology in partnership with Samsung SmartThings Find, this device combines style, accuracy, and comfort, **marking a major advancement in animal wellness tracking.**

Key Features:

- **AI-Powered Activity Analysis:** Using deep learning algorithms, LavvieTAG Pro achieves 93% accuracy in analyzing behaviors such as walking, sleeping, eating, and even vomiting, providing critical health insights for pets.
- **AI Anomaly Detection:** With 95% accuracy, the system alerts owners to unusual behaviors or potential health risks. Future updates will enable direct connections with veterinarians for expert advice.
- **Precise Location Tracking:** As a world-first, the tracker employs crowdsourced BLE tracking to ensure accurate pet location monitoring domestically and internationally, even offline.
- **Extended Battery Life:** Offering 3–4 months of battery life in an ultra-compact 15g design, LavvieTAG Pro guarantees ease and comfort for pets.

Perspective:

In a pet technology market projected to reach \$20 billion by 2030, PurrSong pushes the boundaries **of innovation by combining AI, advanced connectivity, and practical design.** Competing with other products, LavvieTAG Pro stands out with unmatched accuracy, global reach, and optimal comfort.

Built on data from over 10,000 animals, PurrSong delivers a revolutionary solution to monitor and enhance pet health, setting a new standard for pet care technology.

Contact : <https://purrsonng-global.com//>

03

Mudra Link: the first neural multi-platform gesture control bracelet

Wearable Devices, a pioneer in AI-based gesture control technologies, has announced the general availability of Mudra Link, the first neural bracelet compatible with Android, macOS, and Windows. Awarded the CES Innovation Award 2025 in the XR Technologies & Accessories category, **this launch represents a significant leap in human-machine interaction.**

The Mudra Link uses proprietary neural conductance sensors to capture subtle finger movements, translating these signals into intuitive commands. Compatible with a range of applications—including AR glasses, PCs, tablets, and smart homes—it complements the Mudra Band, previously awarded for Apple devices.

Key Features of Mudra Link:

- Intuitive Gesture Control: Captures and converts micro-movements into precise commands.
- Customizable Gestures: Map gestures to control your favorite apps.
- Universal Compatibility: Works seamlessly with iOS, Android, Windows, and macOS.
- XR Ecosystem Integration: Particularly valuable in AR/VR/XR environments, such as with AR glasses like Meta Orion.
- Wearable Devices also offers the Mudra Development Kit, enabling developers to explore innovative use cases. Mudra Link is now available for pre-order on the official website, with deliveries expected in January 2025.

Perspective:

With Mudra Link, Wearable Devices achieves a significant milestone in neural interfaces. This contactless gesture control technology addresses the limitations of traditional tactile interactions, especially in immersive environments like AR/VR/XR.

Competing with industry giants like Meta and Apple, **Wearable Devices strategically positions itself by offering a unique multi-platform solution**, solidifying its leadership in an XR interface market projected to reach \$125 billion by 2030. Mudra Link transcends simple gesture control, redefining use cases for consumers and businesses alike, paving the way for innovations in gaming, home automation, and professional workflows..

SolidddVision: the first smart glasses for macular degeneration patients

Soliddd Corp has introduced SolidddVision, the world's first smart glasses designed **to offer true vision correction for individuals with macular degeneration**. These innovative glasses project distinct images onto the healthy areas of the retina, enabling the brain to reconstruct a sharp, 3D vision and restore a normal perception of the visual field.

Equipped with integrated cameras, gaze-tracking sensors, and AI-powered computer vision software, SolidddVision can address conditions like glaucoma and diabetic retinopathy. A clinical study involving 30 patients showed that many participants experienced a 50% or greater improvement in reading ability, significantly transforming their lives.

Key Features:

- Patented Optical Technology: 15 patents enable multi-image projection onto the retina.
- Practical Applications: Improved reading, facial recognition, and enhanced daily activities.
- Accessibility: Lightweight glasses resembling ordinary eyewear, without requiring FDA approval.
- According to experts like Georgia K. Crozier, these glasses represent a revolutionary breakthrough, restoring autonomy and the joy of vision to patients.

Perspective:

SolidddVision represents a major milestone in low-vision technology, **providing a tangible solution for a market of 200 million people worldwide**. Unlike traditional aids, these glasses actively restore vision through AI and advanced optics.

As the global low-vision market expands, driven by an aging population, Soliddd positions itself as a pioneer in a sector projected to reach \$30 billion by 2030. The impact of this technology extends far beyond health—it redefines the human experience, making simple joys like reading, seeing loved ones, and engaging with the world accessible to those who had been deprived of them.

Contact : <https://www.soliddd.com/>

SigmaSense: pioneering human-machine interaction

SigmaSense, a leader in precision continuous detection semiconductors, showcased groundbreaking innovations at CES 2025, led by ShareTouch™ and Who Touch. These technologies promise to revolutionize human-machine interaction by offering secure data transfer and individualized touch identification solutions.

ShareTouch™ simplifies data transfer through touch-based authentication. Who Touch identifies users via their unique touch interactions, transforming fields such as professional collaboration, multiplayer gaming, and enterprise security. Additional innovations include:

- Touchscreens that function underwater or while wearing gloves.
- Solutions for large-scale interactive displays.
- Advanced protocols for digital styluses.

Backed by strategic investors like NXP and Foxconn, SigmaSense is a key player in tactile and AI technologies, protected by a portfolio of over 300 patents.

Perspective:

SigmaSense is a trailblazer in a landscape where user experience and AI integration are top technological priorities. With growing demand for fast, reliable touch interactions, ShareTouch™ and Who Touch represent a significant leap forward, outperforming competitors like Synaptics and Elan Microelectronics.

The global touch interface market, estimated at \$38 billion in 2024, is driven by the rise of interactive displays and immersive technologies. **SigmaSense stands out by combining precision, speed, and versatility in complex environments** such as industrial settings and healthcare.

Moreover, SigmaSense's innovation in Electrochemical Impedance Spectroscopy (EIS) for batteries, enabling real-time insights, could transform the energy and wearable device industries, further cementing its position as a leader in tactile technology.

Contact : <https://sigmasense.com//>

03

Lumia Health: the first cerebral blood flow tracker

At CES 2025, Lumia Health unveiled the world's first wearable capable of monitoring blood flow to the brain, offering an innovative solution for individuals suffering from chronic symptoms such as dizziness, fatigue, and brain fog. Backed by prestigious institutions like Johns Hopkins and Harvard, the Lumia wearable uses a sensor placed on an artery in the ear, achieving precision comparable to standard ultrasound (with a 0.91 correlation to transcranial Doppler).

Lighter than an AirPods, this comfortable and discreet device provides unique data for managing conditions such as dysautonomia, long COVID, and orthostatic hypotension.

Perspective:

Lumia Health redefines wearables by introducing a new vital metric: cerebral blood flow, a crucial indicator often overlooked by traditional devices focused on heart rate or oxygen saturation. This technology arrives at a critical time as chronic conditions tied to blood flow dysregulation affect millions, worsened by aging and post-viral syndromes.

Against competitors like Apple and Fitbit, Lumia Health stands out with its clinical innovation and potential to transform medical practices. The global health wearables market, projected to reach \$80 billion by 2025, could see a significant shift with these sensors improving hospital care (for conditions like sepsis and heart failure) and enabling better at-home monitoring.

Contact : <https://lumiahealth.com/>

04

MOBILITY



02

The Challenges of Mobility

The mobility landscape at CES 2025 reflects profound transformations, with tomorrow's mobility shaped by the convergence of technologies bridging the physical and digital worlds.

Technology plays a pivotal role in enhancing the safety, efficiency, user experience, accessibility, and sustainability of transportation. The innovations presented point to a future of more inclusive, connected, and environmentally conscious mobility.

Key Focus Areas:

- Rise of Autonomous and Semi-Autonomous Vehicles:
- The increasing adoption of autonomous systems raises significant safety challenges, making road safety a central concern.

Urban Parking Optimization:

- In densely populated areas, efficient parking solutions are critical to minimizing congestion and resource waste.

-

AI in Infotainment Systems:

- AI integration not only enhances user experience but also contributes to safer driving by minimizing distractions.

Sustainability as a Priority:

- Reducing dependence on fossil fuels remains a key goal, with innovative solutions driving the shift toward greener transportation systems.

Core Challenges in Mobility:

- Safety and Driver Assistance: Advanced technologies for collision avoidance, automated braking, and real-time monitoring.
- Efficiency and Resource Optimization: Improved traffic management, fuel consumption reduction, and intelligent routing.
- User Experience and Connectivity: Seamless interaction with smart devices, personalized in-car environments, and enhanced infotainment systems.

CES 2025 showcases a mobility future that prioritizes safety, efficiency, and sustainability, with innovations promising to reshape urban transportation and enhance quality of life worldwide.

02

VinAI showcases pioneering AI technologies

VinAI, a subsidiary of Vingroup—one of Vietnam's largest conglomerates—has announced its participation at CES 2025 to unveil groundbreaking AI innovations integrated into vehicles. These solutions include:

DrunkSense: The first non-breathalyzer system for detecting drunk driving, achieving an accuracy rate of 85%.

Touch2Park: An award-winning smart parking solution recognized with the AutoTech Breakthrough Award.

These technologies highlight VinAI's commitment to safer, smarter mobility, addressing critical challenges such as preventing alcohol-related accidents and optimizing parking in urban environments.

Perspective:

VinAI exemplifies Vietnam's technological dynamism by positioning itself among global leaders in automotive innovation. **Solutions like DrunkSense, which simplifies alcohol detection,** and Touch2Park, which targets the growing \$10 billion smart parking market in 2024, effectively respond to increasing demands for safety and efficiency.

By tackling key mobility issues, VinAI's innovations underscore its role in shaping the future of intelligent and secure transportation systems.

Contact : <https://www.vinai.io/>

04

LeddarVision LVS-2+: revolutionizing 360° perception for ADAS and autonomous driving

LeddarTech unveiled its LeddarVision Surround-View (LVS-2+) software at CES 2025, **an innovative sensor fusion and perception solution** designed for Advanced Driver Assistance Systems (ADAS) and autonomous driving. LVS-2+ addresses challenges faced by automakers and Tier 1 suppliers by delivering a comprehensive 360° view of the vehicle's environment through its patented 5V5R fusion technology (5 cameras, 5 radars).

Key Features:

- Enhanced Detection: Reliable recognition of vehicles and vulnerable road users (VRUs), even in complex or obstructed scenarios.
- Early Warning Systems: Predictive analysis of surrounding vehicles for lane-change and overtaking alerts.
- Extended Coverage: Continuous front and rear detection, even under challenging conditions such as lane changes or reduced visibility.
- LVS-2+ supports numerous ADAS functions, including AEB, FCW, LDW, LKA, and autonomous driving capabilities like ACC, TJA, LCC, and HWA. It ensures reliable performance at speeds up to 160 km/h and a detection range of 200 meters, across urban and rural settings.

Perspective:

With increasing road safety standards (NCAP 2025 and GSR 2022), LeddarVision LVS-2+ emerges as a critical solution for OEMs aiming to exceed expectations. In 2024, the ADAS market surpassed \$40 billion, and LeddarTech **differentiates itself with low-level sensor fusion, delivering superior accuracy compared to traditional methods.**

Competing with industry leaders like Mobileye and Bosch, LeddarTech focuses on a modular and cost-effective software architecture, streamlining integration for automakers. With LVS-2+, LeddarTech is redefining intelligent and safe driving, shaping the future of ADAS and autonomous technologies.

Contact : <https://leddartech.com/>

04

WEFLO reinvents drone and air taxi inspections with AI

South Korean startup WEFLO unveiled its innovative solutions for fast, automated inspection of drones and air taxis at CES 2025:

- Verti-Pit Mini: A compact system awarded in the Drone category, it uses contactless sensors and AI to diagnose defects in just 10 seconds, eliminating the need for manual inspections.
- Portable Verti-Pit: A mobile solution for air taxis, automating pre-flight checks traditionally conducted by pilots and technicians, enhancing efficiency and accuracy.
- Verti-Pit QC: A CES-first innovation, this manufacturing inspection system detects mechanical imperfections at the end of production lines in seconds.

These technologies represent a pivotal shift in urban aviation, where fast and reliable maintenance is critical for the safety and commercialization of air taxis.

Perspective:

As air taxis move toward commercialization, projected to reach \$10 billion by 2030, WEFLO delivers advanced AI-based inspection solutions with cutting-edge sensors.

These tools reduce maintenance costs and streamline operations, addressing the demands of a rapidly growing market.

Against competitors like Joby Aviation and Archer, WEFLO distinguishes itself by focusing on maintenance, a crucial step in the value chain. Innovations like Verti-Pit QC cater to the increasing need for automated systems in urban aviation, solidifying WEFLO's position as a preferred technological partner.

Contact : <https://weflo.ai/>

04

Hypershell X Series: the exoskeleton for enhanced mobility

Hypershell, a pioneer in PowerSuit exoskeleton technology, is set to unveil its X Series at CES 2025. Following a highly successful crowdfunding campaign (raising over \$1.3 million from 2,900 backers on Kickstarter and Indiegogo), **Hypershell combines robotics, AI, and ergonomic design to reduce physical effort**, increase endurance, and deliver exceptional comfort.

Designed for adventurers, outdoor enthusiasts, and everyday users, the X Series includes:

- M-One Exoskeleton Motor: Providing up to 800W of assistance power.
- Range: Up to 17.5 km per charge, ideal for extended use.
- Lightweight, Eco-Friendly Design: Reflecting Hypershell's commitment to sustainability.

Perspective:

The Hypershell X Series represents a significant leap in augmented mobility, addressing both recreational and professional needs. In 2024, the exoskeleton market, valued at \$3.5 billion, **is experiencing rapid growth fueled by demand for innovative physical assistance technologies.**

Competing with companies like Ekso Bionics and Cyberdyne, Hypershell stands out with its versatility and user-centric approach. The M-One model, with its power and range, appeals to outdoor enthusiasts looking to push their limits while adhering to sustainable practices.

Contact : <https://www.hypershell.tech/>

04

T-Systems simplifies integration with catena-X for the automotive industry

T-Systems, a subsidiary of Deutsche Telekom, **is streamlining access to the Catena-X data ecosystem** for the automotive industry with two tailored packages:

- 1- Standard: Designed for SMEs, this package includes 10 hours of consultation, training, connector setup, testing with production data, and commissioning via operator Cofinity-X.
- 2 - Individual: Targeted at large enterprises, it offers a custom integration adapted to clients' existing systems and processes.

T-Systems supports clients at every step, from training to productive connection, including needs analysis, security protocols, and the development of custom applications.

Perspective:

Catena-X is becoming the collaborative standard for digitizing the automotive industry, focusing on critical goals such **as calculating carbon footprints (Scope 3)**. With its scalable, multi-cloud solutions (AWS, Azure, Google Cloud, Open Telekom Cloud), T-Systems positions itself as a strategic partner within this ecosystem.

Backed by key certifications (ISO, TISAX, Gaia-X), T-Systems ensures security and compliance, meeting the sector's stringent requirements. As a founding member of Cofinity-X, T-Systems has demonstrated the impact of its solutions, such as the successful integration of Flex Automotive, enabling CO2 data tracking and advancing sustainability goals in the automotive supply chain.

Contact : <https://catena-x.net/>

04

Nextbase Piqo: the ultra-compact dashcam

Nextbase, Europe's leading dashcam brand, returns to CES 2025 to unveil its latest innovation: Piqo, **the smallest dashcam ever designed by the company.** This compact model highlights Nextbase's commitment to combining cutting-edge technology with practicality, addressing the evolving needs of modern drivers.

Perspective:

The popularity of dashcams continues to rise, with the global market projected to reach \$8.3 billion by 2030. As a pioneer in the industry, Nextbase stands out by delivering innovations that **meet safety requirements while also catering to modern expectations for sleek design and discretion.**

With Piqo, Nextbase ushers in a new era of ultra-compact dashcams—a key segment for drivers seeking to maximize space without compromising on advanced features like high-definition video recording and connected functionalities. Competing with brands such as Garmin and BlackVue, Nextbase maintains its leadership by focusing on user experience and forward-thinking solutions.

Contact : <https://nextbase.eu/>

04

XPENG AEROHT Unveils the “Land Aircraft Carrier”

XPENG AEROHT, Asia’s largest flying car manufacturer, has introduced the “Land Aircraft Carrier”, a groundbreaking innovation. This revolutionary vehicle combines a six-wheel terrestrial module with an eVTOL aerial module equipped with six rotors and dual ducts, enabling it to store an aircraft in its trunk.

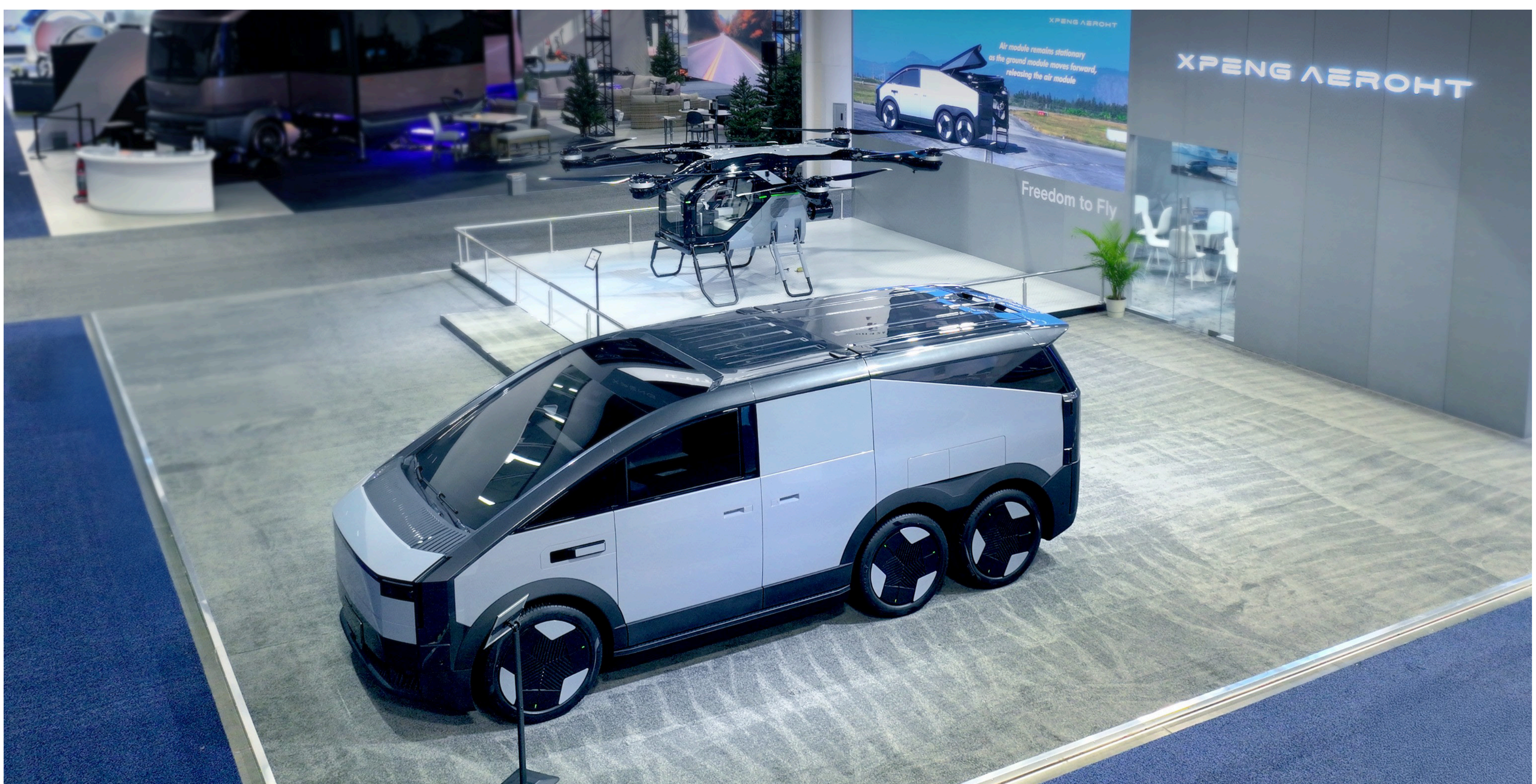
Designed to be **the first modular flying car to enter mass production**, the Land Aircraft Carrier marks a pivotal moment in the convergence of terrestrial and aerial technologies, redefining the standards for future mobility.

Perspective:

In a global flying car market projected to reach \$18 billion by 2030, XPENG AEROHT stands out with its modular approach and production-focused vision. While competitors like Joby Aviation and Archer focus exclusively on eVTOLs for air transport, XPENG offers a unique integrated land-air solution to address the challenges of urban and interurban mobility.

The Land Aircraft Carrier exemplifies XPENG AEROHT’s leadership in innovation and technological feasibility, delivering a product that seamlessly combines terrestrial practicality with aerial freedom. Its unveiling at CES 2025 is poised to capture the attention of investors, strategic partners, and the public, positioning XPENG at the forefront of tomorrow’s mobility landscape.

Contact : <https://www.aeroht.com/>



04

OLEDWorks redefines automotive lighting with digital OLED 2.0

OLEDWorks, a global leader in OLED technology for the automotive industry, has launched its Digital OLED 2.0 technology under its automotive brand, Atala. Now available for automakers and Tier 1 suppliers, this second-generation technology represents a significant advancement in automotive design and communication.

With 128 individually controllable segments, Digital OLED 2.0 redefines V2X (Vehicle-to-Everything) communication by enabling sharp symbols and enhanced customization. Features include:

Customizable Shapes: Tailor lighting designs to unique brand aesthetics.

Integrated Logos: Display logos as part of the lighting system.

Hidden Images: Reveal graphics only when illuminated. **The 2024 Audi Q6 e-tron, featuring OLED panels with 60 segments, showcases the potential of this cutting-edge innovation.**

Presented as a forward-looking technology, Digital OLED 2.0 addresses the increasing need for safety and brand differentiation, while incorporating bold aesthetic elements.

Perspective:

In an evolving automotive market, OLEDWorks positions its Digital OLED 2.0 as a strategic asset against competitors like LG Display and Samsung. The automotive OLED segment, valued at over \$900 million in 2024, is driven by the rise of electric and connected vehicles.

Audi's adoption of Digital OLED 2.0, a hallmark of design excellence, underscores the maturity and potential of this technology. **With unmatched personalization and advanced communication features,** OLEDWorks stands out in a sector where visual differentiation and safety are paramount.

Contact : <https://www.oledworks.com/>

04

Hyundai and Kia propel open innovation with ZER01NE and CRADLE

Hyundai Motor Company and Kia Corporation are showcasing their open innovation platforms, ZER01NE and Hyundai CRADLE, at CES 2025, underlining their commitment to global collaboration and disruptive solutions. Through these initiatives, Hyundai and Kia **have invested in 107 startups and executed 144 collaborative projects via ZER01NE, while CRADLE has launched 141 projects and made 46 investments to date.**

At the Venetian Expo, 10 global startups are presenting innovations across mobility, AI, sustainable materials, and robotics. Notable highlights include:

Deep In Sight: 3D solutions for automation.

Capture 6: Direct CO₂ capture combined with clean water production.

Terracle: Advancing chemical recycling of plastics.

The Smart Tire Company: Creators of the first high-performance airless tire.

Perspective:

Through ZER01NE and CRADLE, Hyundai and Kia demonstrate an ambitious vision for mobility and sustainable innovation. As the global tech startup market is projected to reach \$1 trillion by 2025, their co-innovation strategy positions them ahead of competitors like Toyota AI Ventures and BMW Startup Garage.

At CES 2025, **their initiatives transcend mobility by addressing climate challenges, industrial automation, and advanced materials.** This collaboration between startups and major corporations reflects a proactive approach to delivering solutions with significant societal and environmental impact.

Contact : [10 Startups](#)

04

Ansys Accelerates the future of mobility with advanced simulations

Ansys, a leader in digital simulation, returns to CES 2025 to showcase its latest solutions aimed at revolutionizing vehicle development. Addressing increasing complexity and efficiency challenges in the automotive industry, Ansys offers innovative tools **that reduce design cycles by 25% and development costs by 15-20%, while enhancing product performance.**

Ansys SimAI™: A cloud-based simulation platform accelerated by NVIDIA.

Ansys Discovery™: Real-time digital twin technology.

Demonstrations will feature real-world applications through partnerships with Oracle Red Bull Racing and Porsche, showcasing how simulation enhances performance and accelerates decision-making.

Ansys solutions address critical areas, including:

- Software-Defined Vehicles (SDVs)
- Advanced Driver Assistance Systems (ADAS)
- Electromobility
- Active, Passive, and Functional Safety
- Collaborations with Sony Semiconductor and Microsoft further strengthen Ansys' capabilities. Its open ecosystem facilitates seamless integration with AI, connected workflows, and virtual homologations.

Perspective:

In a competitive landscape with players like Siemens Digital Industries Software and PTC, Ansys stands out by offering simulation solutions that span the entire development cycle for connected and electric vehicles. With the SDV market projected to reach \$210 billion by 2030, Ansys provides automakers with a strategic edge by accelerating time-to-market and reducing costs associated with physical prototyping.

By mastering challenges such as safety, energy efficiency, and software complexity—while ensuring regulatory compliance—**Ansys solidifies its position as a critical enabler of future mobility.** Its advanced simulation and virtual validation tools are indispensable in a sector where speed and reliability are paramount.

04

Hyundai Mobis: infotainment with full windshield holographic display

At CES 2025, Hyundai Mobis unveiled a groundbreaking innovation in automotive infotainment: the first full windshield holographic display (HWD). Unlike traditional HUD systems, this technology integrates a projector beneath the dashboard with an optical film in the windshield sensitive to specific wavelengths. **The result is brighter, more colorful, and user-localized images.**

Key Features of the HWD:

- Three-Zone Display: Covers the entire windshield, with distinct functionalities for the driver (essential information, 3D holographic maps) and passengers (games, videos).
- Safety-Focused Design: A reduced viewing angle minimizes distractions for the driver.
- While BMW showcased its Panoramic iDrive system at CES 2025, Hyundai Mobis differentiates itself with a completely transparent display, prioritizing visibility and safety. BMW plans to launch its system before 2027, while Hyundai Mobis aims to follow closely with production targeted for the same year.

Perspective:

The HWD demonstration represents a significant leap forward in the automotive industry, addressing growing demand for immersive and secure user interfaces. The HUD market, projected to exceed \$10 billion by 2030, is expanding rapidly, driven by increased adoption in electric and autonomous vehicles.

Hyundai Mobis could gain a substantial competitive edge if its HWD technology delivers on its promises of enhanced clarity and safety.

Facing competition from BMW and other industry players, Hyundai Mobis must expedite its production timeline to capitalize on this innovation, **especially in the premium vehicle segment, where competition is fierce.** If successfully implemented, the HWD system could redefine the standards of automotive infotainment.

04

Autonomous Driving Without HD Maps

Imagry, a pioneer in map-free autonomous driving (AD) solutions, has been awarded the 2025 Global Customer Value Leadership Award by Frost & Sullivan. This prestigious recognition highlights Imagry's innovative AI-driven, vision-centered approach, **which eliminates the need for costly and geographically restrictive high-definition (HD) maps.**

Key Features of Imagry's Solution:

- 360° Vision System: Utilizing eight cameras with overlapping fields of view and a range of up to 300 meters.
- Hardware Flexibility: Seamless integration with diverse hardware setups and support for OTA updates, ensuring long-term adaptability and compliance.

Focus Areas:

- Passenger Vehicles: Imagry's Level 3 AD solution is integrated into mass-market cars, offering a cost-effective approach to enable widespread adoption.
- Autonomous Buses: Providing software for M3-class electric buses compliant with European Level 4 regulations, including NCAP and cybersecurity standards, meeting the needs of public transport operators.

Perspective:

Imagry is redefining autonomous driving by breaking the technological and economic barriers associated with HD maps—a model traditionally embraced by industry leaders like Waymo and Tesla. The global autonomous vehicle market, valued at over \$150 billion in 2024, is growing at an annual rate of 23%. **Imagry's scalable map-free solution is particularly well-suited for less-mapped regions and emerging markets.**

Strategically, this technology supports ESG goals by enabling compatibility with electric buses and reducing operational costs for transport operators. Imagry's approach positions it as a transformative force in the autonomous driving sector, offering a flexible and accessible alternative to traditional models.

Contact : <https://imagry.co/>

04

inDJ: elevating user experiences with emotional AI

At CES 2025, inDJ, a pioneer in emotion-recognition artificial intelligence, unveiled two groundbreaking innovations: a connected automotive infotainment assistant and an AI-driven skin health service. **Both leverage advanced emotion algorithms to deliver personalized,** practical, and immersive experiences.

1. Emotional and Connected Automotive Infotainment Assistant

By utilizing internal and external vehicle sensors, this assistant analyzes the real-time emotional states of drivers and passengers. Key features include:

- Mood-Based Music Recommendations: Adapting playlists to emotional states.
- Route Optimization: Adjusting paths based on stress or fatigue levels.
- Automated Cabin Adjustments: Customizing temperature and lighting for comfort.
- Proactive Voice Assistance: Enhancing safety and personalization during drives.

2. AI-Powered Skin Health Service

Expanding into skincare, inDJ offers an **AI capable of evaluating skin conditions through daily selfies.** The application:

- Analyzes subtle changes influenced by environmental factors and lifestyle habits.
- Provides personalized skincare routine recommendations without requiring special equipment.
- Identifies and anticipates skin issues for early intervention.

Perspective:

With the emotional AI market projected to reach \$40 billion by 2025, inDJ positions itself as a visionary leader, exploring diverse domains from connected vehicles to digital health. **Its intelligent automotive assistant surpasses existing offerings from Tesla or Apple by embedding emotional understanding at the core of user experience.**

In skincare, the AI service taps into a rapidly growing market where personalized data analysis is becoming key to tailored solutions. Competing with brands like Neutrogena and L'Oréal, inDJ's non-intrusive and accessible technology has the potential to redefine industry standards, delivering cutting-edge, consumer-friendly innovation.

05

COMMUNICATION



02

Toward global and sustainable connectivity

Communication is becoming more seamless and accessible, driven by the elimination of technological barriers and roaming fees. The rise of satellite connectivity is unlocking new opportunities, while the focus on sustainable and environmentally friendly solutions continues to grow.

The convergence of technologies, the pursuit of global connectivity, the democratization of information, and the development of responsible solutions are reshaping the future of communication. These advancements are transforming how we interact and collaborate, offering new possibilities for accessing information, remote communication, and knowledge sharing.

Key Drivers of the Future of Communication:

- Convergence of Technologies and Networks: Uniting diverse systems for greater efficiency and integration.
- Global Connectivity and Expanded Coverage: Bridging the digital divide by connecting remote and underserved areas.
- Democratization of Information and Knowledge: Making resources and data accessible to a wider audience.
- Human-Machine Communication: Enhancing interaction through AI and intuitive interfaces.
- Responsible and Sustainable Communication: Prioritizing eco-friendly practices and reducing the environmental footprint of communication technologies.
- These trends are paving the way for a more connected, inclusive, and sustainable world, redefining how we communicate and share knowledge across borders.

02

Tlooto: AI Transforming Academic Research to Democratize Knowledge

Tlooto, an innovative platform **powered by artificial intelligence, is revolutionizing academic research.** With a database of over 300 million scholarly documents, it provides precise, tailored answers for researchers, students, and professionals. Boasting 1 million active monthly users, Tlooto is reshaping how academic knowledge is accessed and utilized.

By offering intuitive navigation and simplified access to reliable sources, Tlooto optimizes the search for critical information. This initiative aligns with the mission of democratizing knowledge, delivering unprecedented efficiency and accuracy in an era of information overload.

Perspective:

In an academic landscape flooded with more than 2.5 million publications projected for 2024, Tlooto emerges as a disruptive force. Leveraging AI, the platform delivers targeted and personalized searches, outperforming tools like Google Scholar and Semantic Scholar.

By simplifying access to complex information, Tlooto addresses the specific needs of researchers and has the potential to rival established giants while tapping into underutilized niches. Its focus on precision and user-centric design positions Tlooto as a key player in the evolution of academic research tools.

Contact : <https://tlooto.com/>

Linxens: smart labels for sustainable and connected logistics

Linxens IoT Solutions has launched an innovative program to revolutionize logistics with its smart labels. Designed to reduce greenhouse gas emissions and incorporate eco-friendly materials, **these labels help companies meet the European CSRD directive on sustainability and achieve their ESG goals.**

Key Features:

- Tracking and Traceability: Indoor and outdoor tracking for optimized inventory management.
- Eco-Friendly Design: Made with recyclable materials and an ultra-thin format (less than 5 mm).
- Low Power Electronics: Energy-efficient design with energy harvesting for operational autonomy.

Network Compatibility:

- Sigfox 0G Technology: Cost-effective for basic applications.
- Wirepas: Precise indoor tracking.
- Satellite Connectivity: Global coverage, recognized with an Innovation Award Honoree at CES 2025 and the Janus label from the French Design Institute.

Perspective:

With the rise of IoT and the global logistics market projected to reach \$12.3 trillion by 2030, Linxens positions itself as a pioneer in sustainable solutions. As large enterprises strive to comply with new European regulations, **Linxens' smart labels offer a technological and ecological answer.**

Distinguished by their versatility and low carbon footprint, Linxens outpaces traditional players like Avery Dennison by delivering recyclable, autonomous labels. Partnerships with leading tech companies such as UnaBiz and NXP® Semiconductors bolster Linxens' ability to address complex needs across diverse environments, setting a new benchmark for sustainable logistics solutions.

Contact : <https://www.linxens.com/>

05

Skylo: Satellite Connectivity for Smartphones and IoT, Enabling Global Coverage

Skylo, a leader in satellite connectivity, is paving the way for global coverage for everyday smartphones and IoT devices. Through strategic partnerships with key players in semiconductors and telecommunications, such as Qualcomm and Google, **Skylo integrates its technology into mobile chips and devices to ensure seamless connectivity, even in the most remote areas.**

Key Demonstrations:

Skylo showcased its capability by sending SMS messages via satellite with near-instantaneous transmission. Despite the signal traveling over 35,000 km in each direction, the response was remarkably fast.

Google uses Skylo to provide emergency services on the Pixel 9 series. Verizon has also partnered with Skylo to enable satellite messaging.

Perspective:

Skylo's advancements highlight its ability to address critical connectivity gaps, ensuring reliable communication in remote and underserved regions. By integrating with leading mobile and IoT platforms, Skylo is setting new standards for satellite-enabled services, supporting both consumer and emergency use cases.

With seamless integration into everyday smartphones and IoT, Skylo demonstrates its commitment to bridging the digital divide and enabling a more connected world.

Contact : <https://www.skylo.tech/>

05

AnyCalls: unifying modern messaging and traditional Networks for borderless connectivity

MKNL Technology has launched AnyCalls, a revolutionary application that bridges modern messaging services (like WhatsApp and Telegram) with traditional GSM and fixed networks. **Designed to connect previously incompatible communication platforms**, AnyCalls simplifies user experiences by consolidating calls, messaging, and video into a single platform, eliminating roaming fees and addressing tool fragmentation complexities.

Key Features:

- Network Unification: Integrates GSM, VoIP, and fixed-line networks for seamless connectivity.
- Multi-Network Conferencing: Facilitates calls between users across diverse platforms.
- AI-Powered Features (in development): Intelligent voicemail, automatic transcription, and voice cloning.
- Cost Savings: Direct call routing via AnyCalls to bypass international roaming charges.

Perspective:

With over 4.6 billion messaging app users projected by 2026, tool fragmentation remains a significant challenge. AnyCalls tackles this issue by providing a universal solution that connects users across platforms, operators, and networks, streamlining increasingly complex communication needs.

Innovative multilingual features like smart keyboards and HaloCalls underscore MKNL's commitment **to breaking language barriers in a world where 43% of the population is multilingual**. These tools deliver intuitive, powerful solutions for individuals and businesses aiming to communicate effectively on a global scale.

Contact : <https://mknltech.com/>

05

LOOI: the modular robot that turns your smartphone into a face

LOOI has captured attention with its innovative concept: a modular robot featuring an interchangeable face that uses your smartphone as its screen. Unlike other anthropomorphic robots with built-in faces, LOOI offers **a customizable robotic body where your iPhone or Android becomes the face via a dedicated app.**

Features:

- Interactivity: Responds to hand gestures and voice commands. For instance, a motion toward LOOI prompts it to move backward, while it can introduce itself or display visual elements such as text, images, or a camera feed.
- Customization: The robot's modular design allows users to personalize its appearance and functionality.
- Limitations: Some features, like gesture recognition, remain inconsistent, especially in low-light conditions.

Perspective:

LOOI stands out in a crowded consumer robotics market by emphasizing simplicity and modularity. Compared to competitors like Anki Vector or EMO AI, **it reduces costs by leveraging smartphones as the primary interface,** providing users with a familiar and intuitive experience.

However, its practical applications remain unclear. Primarily positioned as a fun and educational tool, LOOI struggles to justify productivity or utility-based use cases.

With the personal robotics market projected to reach \$9.2 billion by 2027, LOOI will need to refine its positioning and functionality to attract a broader audience beyond tech enthusiasts.

Contact : <https://looirobot.com/>

05

A Step toward the global expansion of space telecommunications

Apogeo Space, an Italian specialist in pico-satellite constellations for IoT services, has announced its participation at CES 2025 in Las Vegas, highlighting its pivotal role in space innovation. The company will showcase its advancements in global telecommunications, targeting applications such as agri-tech, logistics, environmental monitoring, and critical infrastructure.

With the IoT market projected to exceed 32 billion connected devices by 2030, Apogeo Space aims to meet the growing demand with high-performance solutions tailored to global needs.

Perspective:

Apogeo Space exemplifies Italian innovation in the rapidly expanding space sector. With an initial investment of €5 million in 2022 and collaborations with major players like the ESA and NASA, the company is positioning itself as a leader in IoT space telecommunications.

Its presence at CES 2025, **alongside 45 other Italian startups, represents a strategic opportunity to attract international partners.** While established players like SpaceX dominate global telecommunications, Apogeo's focus on pico-satellites provides it with a unique agility in emerging markets, particularly in regions like Latin America.

By addressing niche IoT applications and leveraging its specialized approach, Apogeo Space is poised to carve out a significant role in the future of global connectivity.

Contact : <https://www.apogeo.space/>

06

SUSTAINABILITY



Sustainability: The Defining Theme of CES 2025

Sustainability takes center stage at CES 2025, highlighting a critical priority across industries and a growing awareness among consumers and investors. Innovative technologies are playing a pivotal role in developing sustainable solutions, from renewable energy and eco-friendly materials to AI and process optimization, fostering the creation of a more environmentally conscious economy.

Sustainability has become an economic, social, and environmental imperative for businesses, offering opportunities to innovate, create value, and meet the rising expectations of stakeholders. CES 2025 showcases this evolution, featuring innovations that embed sustainability at the core of their value propositions, while shaping a more responsible future.

Key Drivers Behind the Trend:

- Regulatory Pressures and Compliance: Adapting to stricter environmental standards.
- Consumer and Investor Expectations: Meeting the demand for sustainable practices.
- Cost Reduction and Resource Optimization: Boosting efficiency while minimizing waste.
- Value Creation and Differentiation: Leveraging sustainability as a competitive advantage.
- CES 2025 underscores the transformative potential of sustainable innovation, demonstrating how businesses can align profitability with environmental and social responsibility to drive meaningful impact.

Aptera celebrates the future of solar mobility

Aptera hosted a remarkable public event to celebrate advancements in solar and sustainable mobility. This inclusive experience highlighted the company's vision and **innovations through immersive and educational activities:**

Showcase of Their Solar-Electric Production Vehicle: Aptera presented its groundbreaking vehicle, designed for unmatched energy efficiency and sustainability, symbolizing the future of transportation.

Inspirational Speeches by Co-CEOs Chris Anthony and Steve Fambro: They shared their mission to build a solar-powered future and their vision for transforming mobility.

Dynamic Panel Discussion with Aptera Engineers and Designers: This session offered exclusive insights into the technical challenges and innovations positioning Aptera as a pioneer, addressing topics like evolving solar technologies and strategies for achieving global production.

Perspective:

Aptera's approach represents a necessary shift in the automotive industry, where energy efficiency and eco-friendly solutions are becoming paramount. In 2024, electric vehicles accounted for 18% of global sales, driven by increasing demand for more sustainable technologies.

Aptera stands out with its solar-powered vehicle, **offering impressive range and minimal reliance on electrical grids—a significant differentiator from market leaders like Tesla and Rivian.**

The company provides a platform to inspire consumers and investors about the future of clean transportation. Combining cutting-edge engineering, visionary design, and a commitment to sustainable living, Aptera embodies an accessible and innovative model for green mobility.

Contact : <https://aptera.us/>

06

Aptera celebrates the future of solar mobility



RheoLight: an innovative solution to enhance visibility of black vehicles and improve road safety

RheoLight has developed a **crystalline glass pigment technology to tackle a critical road safety issue: the low visibility of black vehicles**. Black cars face a 47% higher risk of accidents at dawn and dusk and a 12% increased risk during the day compared to white cars, due to their low light reflectivity (<2%). This challenge is particularly significant for Advanced Driver Assistance Systems (ADAS), including LiDAR sensors and computer vision systems.

By incorporating RheoLight into metallic or pearlescent paints, the reflectivity of black vehicles improves by 280% for LiDAR and enhances computer vision data reliability by 150%. This advancement ensures better obstacle detection and safer navigation, establishing a new safety standard for autonomous vehicles.

Key Features:

- Improved ADAS Compatibility: Increases sensor reliability without hardware overhauls.
- Visibility Label: An innovative rating system grading color visibility for both human drivers and ADAS sensors, from A (highly visible) to G (low visibility).

Perspective:

This innovation comes at a pivotal time for the automotive industry, **where autonomy and ADAS safety are top priorities**. In 2024, sales of autonomous and semi-autonomous cars exceeded 1.5 million units, with the ADAS market projected to reach \$50 billion by 2026.

Competing with giants like Tesla, Waymo, and Mobileye, RheoLight distinguishes itself with its groundbreaking glass microsphere technology, enhancing ADAS performance without requiring costly hardware redesigns. By transforming aesthetic elements like color into safety assets, RheoLight is redefining automotive design.

At CES 2025, RheoLight's technology has the potential to accelerate adoption and establish itself as a cornerstone in the evolution of safer, smarter vehicles.

NETRI recognized for Its NeuroFluidics care platform

Lyon-based industrial startup NETRI has won the prestigious CES Innovation Award 2025 in the Food & Agtech category for its groundbreaking NeuroFluidics™ Care technology. This innovative platform **redefines biochemical safety evaluations, enabling early toxicity analysis of compounds used in the food industry** with unparalleled precision and accessibility.

Perspective:

As food safety and regulatory compliance become critical challenges, NETRI establishes itself as a key player by offering a cutting-edge solution for identifying toxicological risks at the earliest stages of production. By combining scientific precision with speed, NeuroFluidics™ Care addresses urgent needs for industry and regulators, while reducing the costs and time associated with traditional testing methods.

This recognition at CES 2025 highlights the vitality of the French innovation ecosystem, particularly in sensitive sectors like agri-food. NETRI's platform positions it as a strategic partner for companies aiming to ensure product safety and strengthen regulatory compliance.

Contact : <https://netri.com/>

Jackery unveils sustainable energy solutions

Jackery, a leader in solar energy solutions, is set to showcase its latest innovations at CES 2025 in Las Vegas. Specializing in solar generators for home and outdoor use, Jackery addresses modern energy needs while promoting sustainability. **The company's mission is to provide energy independence** for all whether for power outages, off-grid adventures, or enhancing daily life.

Key Innovations:

- Explorer 2000v2: A compact 2kWh solar generator launched in September 2024, featuring faster charging, high capacity, and advanced LFP (Lithium Iron Phosphate) battery technology.
- 5000 Plus: A portable generator introduced in November 2024, lightweight yet powerful, delivering up to 7200W with the Smart Transfer Switch (STS). When paired with a second unit, it achieves 14400W, sufficient to power an entire home during emergencies.

Perspective:

With the growing demand for renewable energy and the rising risks of grid outages, Jackery positions itself as a key player, combining technological innovation with sustainability. In 2024, the portable solar generator market exceeded \$1.5 billion, driven by increasing interest in eco-friendly and independent energy solutions.

Products like the 5000 Plus, which merge power and portability, cater to consumers seeking reliability and ease of use, whether for household needs or outdoor adventures. Innovations like LFP technology and modular capabilities solidify Jackery's leadership against competitors like EcoFlow and Bluetti, offering cutting-edge solutions for sustainable living.

Contact : <https://www.jackery.com/>

AGIGA: A sustainable solution to repurpose semiconductor surplus and reduce the electronics industry's carbon footprint

Every year, **1% of the electronics industry's revenue—equivalent to over €3 billion in semiconductors across Europe**—is lost due to surplus stock. Challenges like fluctuating lead times, unmet forecasts, and design changes leave manufacturers with excess inventory often destined for disposal.

French startup AGIGA offers an innovative and responsible solution to repurpose surplus while minimizing the carbon footprint of the electronics industry:

- **Transparent Sales:** Automated price evaluation via algorithm, online listing, and full handling by AGIGA.

Optimized Procurement: Secure, competitive, and ethical access to surplus stock.

- **Environmental Impact:** CO₂ emissions reduction and conservation of rare resources, with ECCES-compliant CSR certification.

-

To complement its offering, AGIGA introduces WIKIGIGA, the first collaborative directory for the electronics industry, enabling manufacturers to:

- **Find Customers:** Digital referencing and highlighting of unique offerings.
- **Boost Visibility:** Foster collaboration within the ecosystem.
- **Share Updates:** Post opportunities, research, and employer branding.

Perspective:

In a sector where surplus losses significantly impact profitability and sustainability, AGIGA emerges as a key player in optimizing supply chains. **With the European semiconductor market reaching €45 billion in 2024, the push for sustainability has become critical amid resource scarcity.**

By combining transparency, efficiency, and environmental responsibility, AGIGA provides a pragmatic and innovative solution that aligns with both economic needs and CSR objectives. The integration of WIKIGIGA enhances its value by fostering collaboration and amplifying the visibility of electronics industry players on the global stage.

Frore Systems' AirJet: the new benchmark for active cooling in 2025

Frore Systems has revolutionized active semiconductor cooling with AirJet, the first commercially available solution of its kind. Unveiled at CES 2025, AirJet delivers exceptional performance gains across **various applications, from laptops to EdgeAI systems.**

Key Applications:

- Laptops: The Samsung Galaxy Book4 Edge 14” achieves a 50% performance boost, outperforming the MacBook Air 15” in thinness, battery life, and power.
- Tablets: The iPad Pro experiences a 53% performance improvement, setting a new standard in portable device capability.
- AI and Edge Computing: Partnering with NVIDIA, AirJet ensures peak performance for EdgeAI, meeting the growing demands of intensive computational tasks.

Perspective:

In an era where AI-driven workloads demand higher hardware performance, Frore Systems positions itself as a trailblazer with AirJet. **This ultra-thin, silent cooling solution surpasses traditional thermal management systems** by eliminating thermal bottlenecks while extending device battery life.

With the electronic cooling systems market projected to reach \$10 billion by 2028, Frore Systems competes with giants like Intel and AMD in thermal innovation. Partnerships with Samsung and NVIDIA bolster its credibility, solidifying its role in advancing the tech ecosystem. AirJet is poised to redefine cooling solutions for next-generation devices, setting a new standard in efficiency and performance.

Contact : <https://www.froresystems.com/t/>

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Qarnot: the eco-friendly revolution in high-performance computing for industry

Amid skyrocketing energy consumption from digital infrastructure, Qarnot introduces a groundbreaking solution: **a high-performance computing (HPC) and artificial intelligence (AI) platform** that recovers 96% of the heat it generates for responsible use. By reducing the carbon footprint of HPC infrastructure by 80%, Qarnot sets a new standard in sustainability.

How It Works:

Through its innovative digital boilers, Qarnot transforms the heat produced by computations into thermal energy to power water heating systems, delivering an efficient and environmentally friendly solution.

Perspective:

With data centers accounting for nearly 2% of global CO₂ emissions, Qarnot stands out with its sovereign, low-carbon platform tailored for industrial simulations. Combining technological innovation with environmental stewardship, **Qarnot addresses growing regulatory pressures and the demand for greener solutions from businesses.**

By championing eco-responsible HPC, Qarnot positions itself against giants like AWS and Google Cloud. With the HPC market projected to reach \$60 billion by 2027, this unique approach could set a benchmark for balancing performance with carbon footprint reduction. Qarnot's model exemplifies the future of sustainable digital infrastructure, aligning performance with environmental responsibility.

Contact : <https://qarnot.com/en>



SkylineRobotics revolutionizes skyscraper cleaning with autonomous window-washing robot

Start-up SkylineRobotics has unveiled a world-first: an autonomous window-washing robot, Ozmo, capable of cleaning a 45-story skyscraper in New York. Equipped with cutting-edge technologies like LiDAR for surface mapping and force sensors to adjust pressure, Ozmo delivers precise and safe cleaning tailored to the delicate glass facades of modern high-rises. By connecting to the local network, **Ozmo processes cleaning tasks three times faster than traditional methods.**

This innovation demonstrates SkylineRobotics' commitment to intelligent automation, addressing logistical and safety challenges in high-rise building maintenance.

Perspective:

Ozmo is part of a growing trend in intelligent robotic automation, gaining momentum amid labor shortages and human safety concerns. In 2024, the service robotics market, valued at \$23.2 billion, continues to expand with solutions like Ozmo meeting increased demand in commercial real estate.

Competing with players like Autonomous Robotics Systems and SkyPro, Ozmo stands out for its speed and integration of LiDAR technology, a proven feature in autonomous vehicles. This innovation has the potential to become an industry standard, with cost savings of 30%-50% compared to traditional cleaning methods, redefining efficiency and safety in skyscraper maintenance.

Contact : <https://www.skylinerobotics.com/>

Control Free: a key player in sustainable automation in Hong Kong

Control Free, a start-up incubated at the Hong Kong Science and Technology Parks Corporation (HKSTP), has evolved significantly over seven years, transitioning from smart home systems to solutions for connected building management. Partnering with prestigious clients like Wheelock Properties, Henderson Land, and Hong Kong International Airport, Control Free has also established operations in the Data Technology Hub (DT Hub) at Tseung Kwan O InnoPark.

This cutting-edge environment provides Control Free **with advanced infrastructure to process and analyze vast data streams from temperature sensors, HVAC systems, and electricity usage.** The DT Hub also enhances networking and global exposure, opening doors for international collaborations. In 2023, Control Free expanded its offerings to include smart home solutions for residential buildings, introducing a unified app for tenants to control lighting, air conditioning, and more.

Perspective:

Control Free exemplifies Hong Kong's technological dynamism, where rapid adoption of innovations like iPhones and Tesla fuels healthy competition. Competing with global smart building leaders like Johnson Controls and Siemens, Control Free sets itself apart by combining local efficiency with sustainable technology.

The company's growth is further propelled by ESG (Environmental, Social, and Governance) trends, which have become essential for publicly traded companies in 2024. **By focusing on automation to reduce energy footprints, Control Free is well-positioned to meet the rising global demand for sustainable and connected solutions.**

Contact : <https://www.hkstp.org/en/directory/electronics/control-free-limited>

Hopcast: sustainable device-to-device connectivity

At CES 2025, Hopcast, in collaboration with the CNRS, Sorbonne University, and Thales, unveiled a groundbreaking Device-to-Device (D2D) communication technology. This intelligent orchestrator offers a radical alternative to centralized internet infrastructure, cutting the carbon footprint of data transfers by up to 99.99%. By leveraging proximity-based connections between devices, it ensures secure and efficient data sharing without relying on energy-intensive data centers.

Key Achievements:

- **Reduced Cloud Traffic:** In urban simulations, Hopcast demonstrated a 63% reduction in cloud traffic over one week.
- **Enhanced Connectivity:** Improves access in underserved areas while lowering costs for users.
- **Efficiency Gains:** Reduces the distance data travels—from 54,600,000 km to just 117 km in some scenarios—using Wi-Fi or Bluetooth direct connections, orchestrated by the Hopcast Intelligent Controller (HIC).

-

Context and Relevance:

- As reliance on centralized networks grows, Hopcast addresses key challenges. For instance, the release of Squid Game in 2018 increased network traffic in South Korea by 24 times, highlighting existing limitations. Hopcast's D2D solution mitigates these bottlenecks, enabling decentralized, sustainable data sharing.

Perspective:

Hopcast introduces a game-changing D2D technology, combining energy efficiency, cost reduction, and privacy. **With 1.5 billion smartphones sold annually, all compatible with this technology**, the potential for widespread adoption is immense.

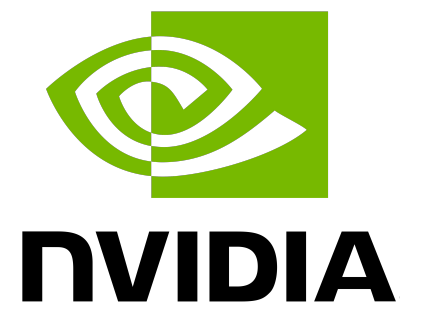
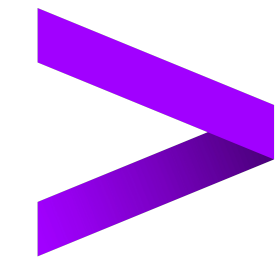
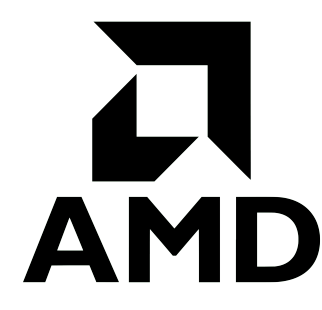
Against cloud infrastructure giants like Google and AWS, Hopcast stands out with a decentralized, eco-friendly approach that aligns with global demands for sustainable and efficient connectivity. Its innovative model could redefine data sharing and infrastructure in the digital age.

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KEYNOTES



01

CES 2025: Keynotes that set the course

CES 2025 hosted a wealth of conferences, each reflecting the strong trends shaping the future of technology. Companies detailed their visions for artificial intelligence, highlighting innovations, partnerships, and potential impacts on consumers and industries. A strong focus emerged on the integration of AI across sectors—from smart homes and autonomous mobility to logistics and healthcare. Additionally, the importance of data security and ethics in AI development was emphasized.

Below is an analysis of the keynotes, highlighting dominant themes explored in detail later in the document:

1. AI at the Core of Innovation:

- Almost every company, from Samsung to LG, Nvidia, and AMD, positioned AI at the heart of their advancements.
- Intel emphasized embedded AI.
- Panasonic focused on responsible AI, collaborating with Anthropic.
- Accenture introduced its AI Refinery platform to simplify enterprise AI integration.

2. Sustainability as a Priority:

- Toyota unveiled its vision for a sustainable city with the U-City project.
- Panasonic highlighted its Panasonic HX factories, powered by hydrogen and solar energy.
- Aptera celebrated solar mobility with a revolutionary vehicle.
- Delta committed to increasing the use of sustainable aviation fuel.

3. Personalized Customer Experiences:

- Delta introduced Delta Concierge, an AI-powered personal assistant.
- LG showcased Affectionate Intelligence, an AI approach centered on human needs.
- Hyundai Mobis revealed a full-windshield holographic display for immersive in-vehicle experiences.

4. The Convergence of Technologies:

- XPENG AEROHT debuted a unique vehicle combining a terrestrial module and an eVTOL aerial module.
- Samsung expanded its SmartThings ecosystem to include ships and electric vehicles.
- Nvidia highlighted the convergence of AI and simulation with Omniverse and Cosmos.

5. China's Rise on the Global Stage:

- With a strong presence at CES 2025, Chinese companies like TCL and XPENG showcased their ambitions on the global stage.
- Their innovations, ranging from AR glasses to flying cars, signaled increasing competition with Korean giants Samsung and LG.

CES 2025 demonstrated a clear trajectory for innovation, with AI, sustainability, personalization, and global competition driving the evolution of technology. These keynotes not only captured the industry's current state but also laid out a roadmap for the future.



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AI-Enhanced
Mobility Experience



Convenience

Productivity

Safety



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Summary of LG Electronics' presentation at CES 2025

Vision and Strategy

- Positioning: LG identifies itself as a "Smart Life Solution Company," with a strategy focused on integrating AI into various living spaces, including homes, mobility, commerce, and virtual environments.
- Affectionate Intelligence: LG's AI vision emphasizes empathetic and personalized interactions, going beyond basic functionality.
- Strategic Reorganization: Centered around three pillars: Space, Customer, and Solution, ensuring a clear focus on B2C and B2B solutions.

Key Innovations

- FURON: An AI agent capable of multimodal contextual analysis, offering proactive and personalized attention.
- LG Home OS & ThinQ ON: Platforms designed for "Zero Labor" homes, where devices adapt their functions to daily life.
- LG WashTower with AI DD and Dual Inverter technologies for optimized energy and functional performance.
- LG Xboom: Audio system with AI for personalized sound and lighting.
- LG Gram AI: An intelligent assistant integrated into laptops.
- Connected TVs (OLED and QNED): Featuring True Wireless 4K technology and integration with Xbox cloud gaming.

Practical Applications

Smart Home:

- Devices manage tasks autonomously, such as adjusting humidity or detecting wrinkled clothing.

Mobility:

- Smart vehicles offering mobile workspaces, proactive navigation, and vital sign monitoring for passengers.
- B2B Solutions:
- Intelligent factory systems, dynamic outdoor advertising (DOOH), and AI-optimized data centers.

LG Electronics stands out with its holistic AI vision, combining proactive technology, empathetic user experiences, and sustainable solutions. With innovations across domestic, professional, and mobile domains, LG solidifies its position as a leader in intelligent solutions for a connected and personalized lifestyle.



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Partnerships and Collaborations

- Microsoft: Partnering to develop AI-powered living spaces.
- Athom: Acquisition to strengthen LG's IoT ecosystem, integrating over 170 connected brands.
- Will.i.am: Collaboration to reinvent audio experiences with the LG Xboom series.

Privacy and Security

- LG Shield: A multi-layered protection system to secure user data in connected ecosystems.
- Embedded AI: Ensures data remains on devices and is accessible only to authorized users.

Key Announcements and Features

- Launch of the ThinQ API Developer Site, enabling third parties to create services compatible with LG's ecosystem.
- Integration of AI Chatbot and Voice ID in TVs for advanced personalization.
- Launch of flagship products, including LG WashTower, LG Xboom, and the OLED T transparent display.

Differentiating LG's AI Approach

LG stands out through:

- Affectionate Intelligence: A human-centric approach designed to create empathetic and personalized experiences.
- Core-Tech AI Integration: Embedding AI at the hardware level to enhance product durability and efficiency.
- Open and Collaborative Platforms: Accelerating innovation and integration with third-party solutions.
- Focus on Security and Privacy: Ensuring safety through embedded solutions that protect user data.

Impact Perspectives

- For Consumers: Simplifies daily life with proactive solutions and tailored experiences, from smart homes to mobility.
- For Industries: Transforms sectors with intelligent automation across factories, data centers, and autonomous vehicles.
- Long-Term Vision: Contributes to a global AI ecosystem where spaces, data, and devices seamlessly connect to deliver enriched and fluid experiences.



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Summary of Samsung's presentation at CES 2025

Key Highlights

- Vision and Strategy
- Home AI: Samsung focuses on creating an integrated smart home that is secure, personalized, and adaptable to users' needs.
- Global AI Ecosystem: Extending beyond homes to include vehicles, ships, and even B2B solutions.
- Security and Accessibility: Central to the approach with technologies like Samsung Knox Matrix for blockchain-based security and Edge AI for localized data processing.

Key Innovations

- Samsung Knox Matrix Dashboard: Uses blockchain to secure connected devices and isolate threats.
- Flex Connect: A program designed to optimize energy consumption and reduce strain on local power grids.
- Galaxy Book 5 Pro and 5 360: Laptops integrated with AI to enhance productivity and creativity.
- Ballie: An intelligent and adaptable AI companion set for release in mid-2025.
- SmartThings for Ships: Expanding the ecosystem to ships in collaboration with Hyundai.

Practical Applications

- Smart Home: Energy optimization, task management, and pet care with AI-powered devices like the Bespoke AI Laundry Combo and the Samsung Family Hub Fridge.
- Connected Health: Integrated health monitoring with devices such as Galaxy Ring and Galaxy Watch, with partnerships like Dexcom for diabetes management.
- Entertainment: TVs featuring intelligent audio subtitles and AI-generated content for an optimized user experience.
- B2B Solutions: SmartThings Pro for managing buildings, hotels, and commercial spaces, with a focus on personalization and energy efficiency.

Partnerships and Collaborations

- UNDP: Samsung Global Goals app and the Generation 17 program for sustainable initiatives.
- Intel: Collaboration on powerful and innovative AI-enhanced laptops.
- Hyundai and Samsung Heavy Industries: Integrating AI technology into electric vehicles and ships.

Samsung solidifies its leadership by combining innovation, security, and sustainability. With a vision centered on a global AI ecosystem, Samsung delivers practical, scalable solutions that transform daily life while making significant inroads in professional and industrial applications.



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Key Announcements and Features

- Launch of Ballie: An AI companion available by mid-2025.
- Flex Connect Expansion: Rolled out in Texas to alleviate pressure on the power grid.
- Collaboration with Dexcom: Personalized metabolic management through Samsung Health.
- AI-Powered Audio Subtitles: Enhancing multimedia accessibility.
- Unique Aspects of Samsung's AI Approach
- Cross-Device Consistency: Through One UI, user experience is seamlessly unified across all Samsung devices.

Ethics and Security:

- Knox Matrix: Uses blockchain to protect user privacy.
- Edge AI: Processes data locally for enhanced security.
- Universal Accessibility: Innovations like voice recognition enable personalized experiences tailored to individual needs.
- Global Ecosystem: Extends AI applications to diverse industries, including ships, vehicles, and commercial buildings, broadening its impact.
- Impact Outlook

Consumers:

- Simplifies and personalizes daily life by reducing household chores and energy costs.

Industries:

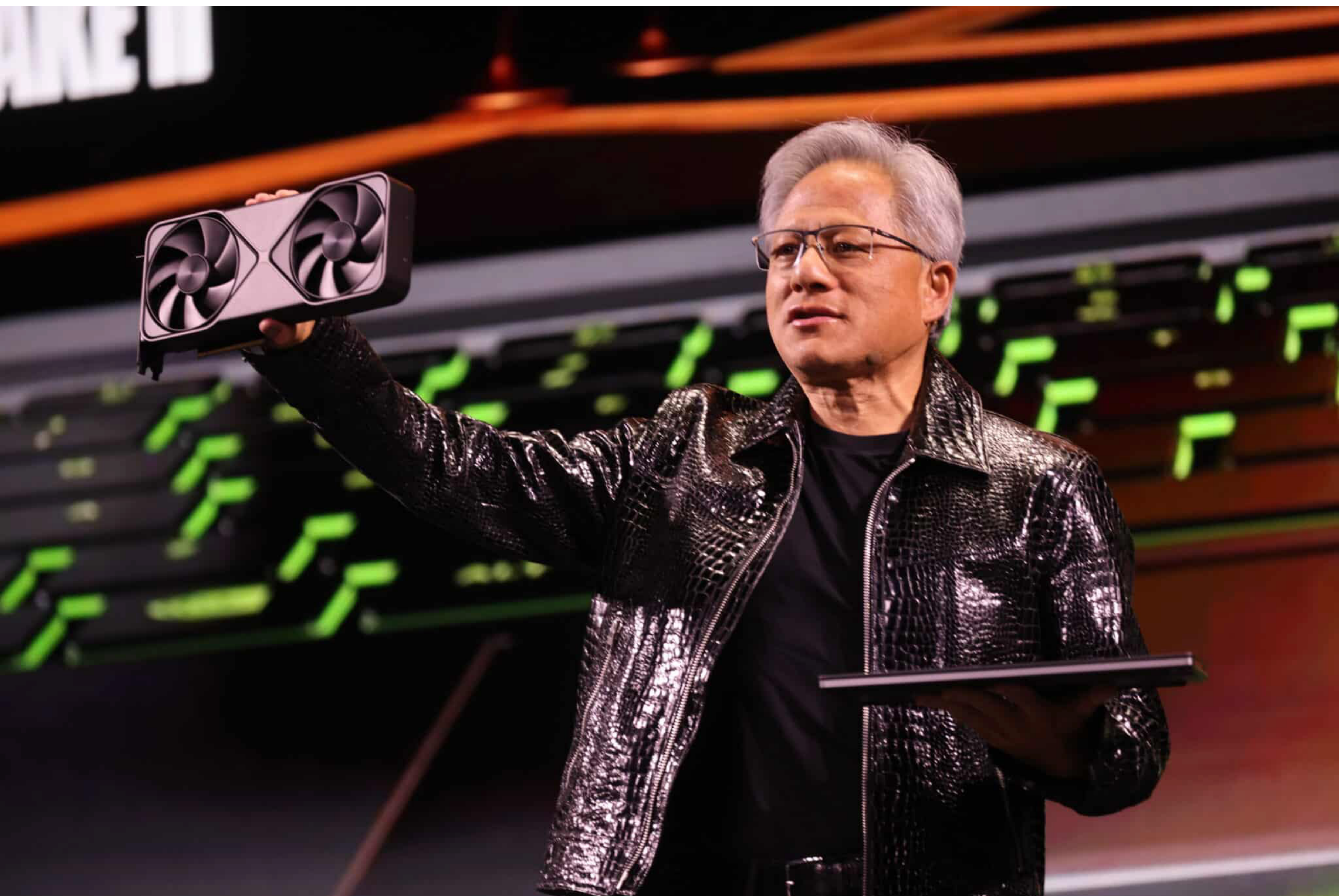
- Advances modernization across sectors, from building management to connected healthcare.

Sustainability:

- Demonstrates a commitment to a sustainable technological future with eco-friendly initiatives like Flex Connect and the Global Goals App.

Samsung positions itself as a pioneer in integrated AI, with a bold vision that reshapes the role of technology in both daily life and industrial contexts. Its commitment to accessibility, security, and sustainability underscores its leadership in creating a smarter, greener, and more connected future.

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NVIDIA

Summary of NVIDIA's presentation at CES 2025

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Vision and Strategy

- Revolutionizing Computing with AI: NVIDIA positions artificial intelligence as a paradigm shift, replacing coded instructions with machine learning models.
- Global Ecosystem: Development of accessible infrastructure to democratize AI across consumer and industrial sectors.
- Long-Term Vision: AI as the foundation of an era of universal automation and robotics, targeting fields such as mobility, logistics, and digital services.

Key Innovations

- GPU Blackwell RTX 50 Series:
- Next-generation GPUs featuring 92 billion transistors, 4 AI petaflops, and advancements in neural compression.
- Optimized for ray tracing and neural rendering.
- NVIDIA Cosmos: A foundational model for physical AI, capable of understanding and simulating real-world dynamics and geometry.
- NVIDIA Isaac Groot: A platform dedicated to developing humanoid robots, powered by synthetic data pipelines.
- Project DIGITS: A personal mini-supercomputer designed to make AI accessible to developers.
- Thor: A next-generation autonomous processor for vehicles and robots, combining power and versatility.

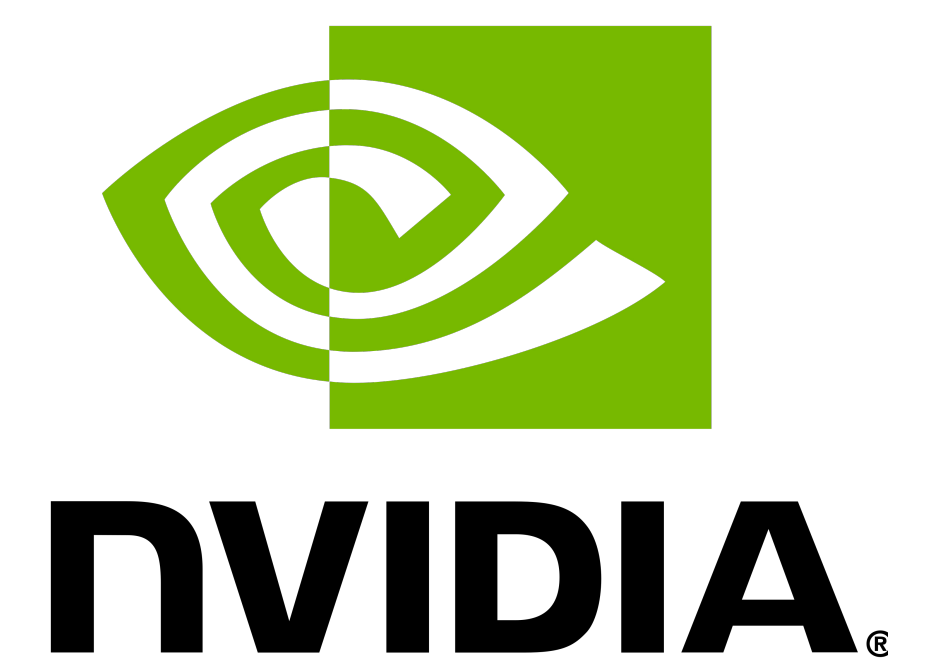
Practical Applications

- Video Games and Graphics: Enhanced rendering through DLSS and advanced ray tracing.
- Mobility: Deployment of autonomous systems for vehicles in partnership with leaders like Tesla and Toyota.
- Logistics: Warehouse optimization powered by Omniverse and robotic simulations.
- Robotics: Humanoid robots designed to operate in human environments.
- Generative AI: Creation of visual and textual content for artists and developers.

Partnerships and Collaborations

- Automotive: Strategic partnerships with Tesla, Toyota, Mercedes, and Aurora for autonomous systems.
- Industry and Logistics: Collaboration with Keon and Accenture to digitize and automate warehouses.
- Software Ecosystem: Integration with ServiceNow, SAP, and Meta, including work on LLaMA models.

With hardware advancements like the Blackwell GPU and platforms such as Cosmos and Isaac Groot, NVIDIA positions itself as a key player across various domains, from video gaming to robotics and logistics.



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Privacy and Security

- High Standards: ASILD certification for the Drive OS system, ensuring the functional safety of autonomous vehicles.
- Controlled AI: Integrated safeguards to limit actions and access of AI agents in professional environments.

Significant Announcements and Features

- Launch of the RTX 50 Series GPUs with enhanced performance for gaming and AI applications.
- Availability of Cosmos, a platform for physical AI models.
- Expansion of the Omniverse ecosystem to include industries, mobility, and robotics.
- Introduction of Project DIGITS, a personal mini-supercomputer, to democratize access to AI.
- Differentiation in NVIDIA's AI Approach
- Optimization for Large-Scale Computing:
- Focused on leveraging scale to maximize model performance with highly optimized GPUs.

Convergence of AI and Simulation:

- Unique integration of Omniverse (simulation) and Cosmos (foundational physical model) to ground AI in physical reality.

User-Centered AI:

- Modular solutions like Nemo and Nims simplify AI adoption across diverse environments.

Complete Hardware and Software Ecosystem:

- NVIDIA delivers an end-to-end suite of products, from cloud solutions to personal devices, enabling widespread adoption.
- Impact Outlook

For Consumers:

- Enhanced user experiences through creative tools, immersive gaming, and smarter personal assistants.

For Industries:

- Accelerated digitization and automation, reducing costs and boosting productivity in key sectors like mobility and logistics.

In Robotics:

- Groundbreaking potential for humanoid robots and AI agents, heralding a new technological era.





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Summary of Panasonic's presentation at CES 2025

Key Highlights

- Vision and Strategy
- Historical and Future Mission: Panasonic is committed to its 250-year plan focusing on sustainability, human connectivity, and innovation.
- Panasonic Go: A transformation initiative aimed at integrating AI solutions, targeting 30% of revenue from software and AI services by 2035.
- Social Impact: Dedicated to improving individual and family well-being through technological innovations and strategic partnerships.

Major Innovations

Sustainable Energy

- Panasonic HX: Hydrogen-powered factories supported by solar energy and battery storage, now operational in Japan, the UK, and Germany.
- Net Zero Goals: 44 production sites have achieved carbon neutrality, with plans to scale these solutions to local governments.

Battery Technologies:

- EV Batteries: Enhanced production of 2170 and 4680 models with increased capacity and lower costs.
- Recycling Partnership: Collaboration with Redwood Materials for a circular recycling model for critical materials like cobalt, lithium, and nickel.

Residential Solutions:

- OASYS: An integrated system for heating, cooling, and powering homes, improving indoor air quality with greater energy efficiency.
- UMI: An AI-powered family wellness coach designed to coordinate, connect, and enhance daily life.

Supply Chain Transformation:

- BlueYonder: An autonomous supply chain management platform using generative AI to optimize processes, reduce waste, and save capital.

Responsible AI:

- Strategic partnership with Anthropic to integrate Claude, an ethical AI, into consumer products and internal operations.



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Applications

Sustainable Transport:

- Support for widespread adoption of electric vehicles through high-capacity batteries and sustainable manufacturing processes.

Family Support:

- UMI provides personalized solutions to balance family life and well-being, collaborating with partners like AARP and Calm.

Optimized Logistics:

- BlueYonder enables better inventory management, faster deliveries, and reduced carbon emissions.

Partnerships and Collaborations

- Anthropic: Supplier of ethical AI solutions integrated into Panasonic's products and services.
- Redwood Materials: Collaboration to establish a circular economy in battery production.
- AARP: Partnership under the Family Wellness Innovation Challenge and development of AgeTech solutions for families.
- Local Partnerships: Collaboration with Manchester authorities for net-zero energy solutions.

Privacy and Security

- Commitment to responsible AI practices with a focus on transparency, data security, and ethical standards.

Significant Announcements and Features

- Launch of the OASYS concept in the U.S. for sustainable and comfortable homes.
- Target of achieving net-zero emissions across all operations by 2030.
- Development of a unique circular recycling model for EV batteries.
- Introduction of Panasonic Go as a growth engine focused on AI, with a \$10 billion investment in North America.

Panasonic's Differentiation in AI

Ethical and Responsible:

- Partnership with Anthropic ensures adherence to rigorous ethical standards, keeping humans at the center of innovation.
- Everyday Integration:
- Unlike competitors, Panasonic emphasizes practical and personalized solutions like UMI and BlueYonder.

Collaborative Approach:

- Works with strategic partners to maximize environmental and societal impact.

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Summary of Toyota's presentation at CES 2025

Vision and Strategy

- Toyota's New Mission: "Move people and hearts," focusing on mobility and happiness for all.
- U-City as a Strategic Pillar: A city-laboratory at the base of Mount Fuji designed for innovation in mobility, sustainability, and well-being.
- Global Commitment: Sharing Toyota's innovations worldwide to foster ideas beneficial to the planet.

Key Innovations

- U-City (Urban Prototype): A fully sustainable city featuring advanced robotics, autonomous transportation, and low-emission systems.

Robotics Technologies:

- Robots capable of learning everyday tasks via human demonstrations with camera assistance.

Advanced Mobility:

- Autonomous vehicles, personal mobility devices, and intelligent logistics transportation systems.

New Digital Platform:

- Introduction of the Digital Twin Platform and VisionAI for real-time data analysis and accelerated innovation.

-

Practical Applications

- Diverse Residents: Toyota envisions an inclusive community of families, entrepreneurs, researchers, and retirees.
- Domestic Robots: For instance, robots learning to fold clothes through observation.
- Autonomous Logistics and Transport: Systems designed to streamline urban mobility and interactions with the external environment.

Partnerships and Collaborations

- Industrial and Academic Alliances: Collaborations include JAXA for lunar vehicles.
- Startup Engagement: Hosting pitch contests to attract startups and innovators for U-City development.

Privacy and Security

- Controlled Testing Environment:
- U-City serves as a secure space for trialing innovations before wider market deployment.



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Announcements and Key Features

- Imminent Launch of U-City: Initial population of 2,000 residents planned.
- Advanced Domestic Robots: Capable of learning and executing complex tasks such as folding clothes.
- High-Performance Autonomous Vehicles: Tested in real-world conditions and competitions.
- Space Mobility Exploration: Includes the development of space-related technologies.
- First "Digital Twin" Project: Integrating real and digital environments for enhanced innovation.

Toyota's Differentiation in AI

- Toyota stands out in its "human-centric" AI approach by prioritizing real-world impact and collaboration:
- Living Laboratory: U-City acts as a testbed for solutions, engaging residents in a real-world environment.
- Human Needs Integration: Technologies such as domestic robots and autonomous systems are designed to directly enhance quality of life.
- Collaborative Innovation: Toyota embraces partnerships across industries for collective invention, contrasting with the siloed strategies of some competitors.

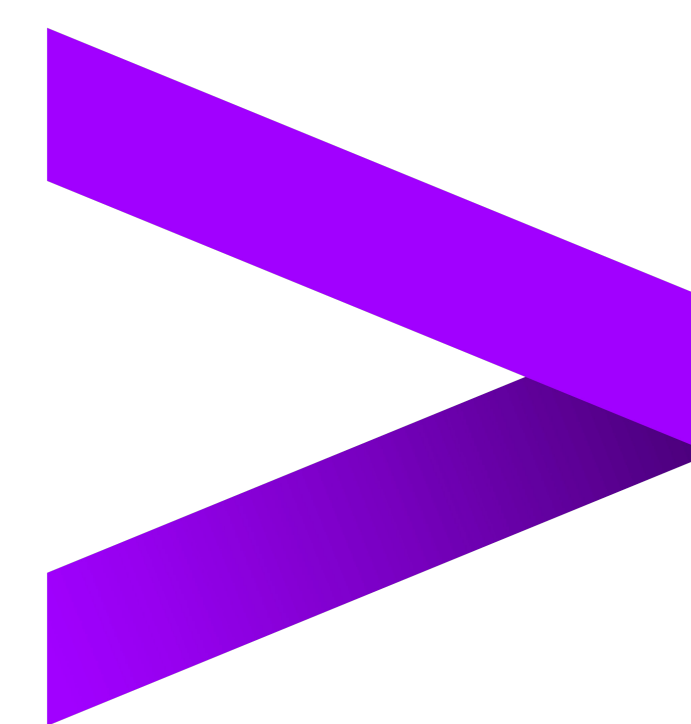
Potential Impact on Consumers and Industries

- Consumers: Tangible quality-of-life improvements through mobility solutions, domestic assistance tools, and sustainable smart city living.
- Industries: Setting new standards for smart cities, autonomous systems, and robotics technologies, fostering cross-sector collaborations.
- The Planet: U-City could become a global benchmark for sustainable, low-emission communities focused on innovation and well-being.



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Summary of Accenture's CES 2025 presentation

Vision and strategy

- CES as a Global Intersection: Highlighting how technology and humanity converge to transform challenges into opportunities and unify innovation worldwide.
- Core Focus Areas: Reinventing businesses through AI, cloud computing, sustainability, and digital transformation.
- AI as a Catalyst: Positioned as both a driver of transformation and efficiency for businesses and a tool for responsible, trust-based adoption.

Key innovations

- AI Refinery: A platform designed to streamline and accelerate AI integration within enterprises.
- Acts as a “brain” to standardize, certify, and deploy AI models at scale.
- Industry-Specific AI Solutions: Starter kits tailored for different sectors, enabling rapid customization based on internal data and processes.
- Nvidia and Keon Partnership: Implementation of AI-driven physical solutions in warehouses to reduce manual labor, cut costs, and improve planning.

Practical applications

- Enterprise Automation: Halving the time required to launch marketing campaigns through digital agents.
- Intelligent Warehouses: Optimization of logistics operations using autonomous robots and digital twins.
- Healthcare Advancements: Accelerating drug discovery and improving patient care through AI applications.

Partnerships and collaborations

- Accenture & Nvidia: Strategic collaboration ensuring interoperability of AI solutions and faster adoption.
- Keon Group: Joint development of AI-driven logistics solutions.
- Global Client Support: Serving 9,000 companies in 120 countries, leveraging sector-specific expertise to standardize best practices.



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Privacy and security

- Proactive Use of AI for Cybersecurity: Reducing human errors and enhancing protection systems.
- Call for Balanced Regulation: Accenture advocates for uniform regulatory frameworks that support innovation while ensuring data protection.

Key announcements and features

- AI Refinery Launch: Simplifying the integration of AI models at enterprise scale.
- Industry-Specific Solutions: Enabling businesses to rapidly customize their AI applications.
- Deployment of Physical AI in Warehouses: Lowering operational costs and reducing reliance on manual labor.
- Updates in Education and Skills Development: Focused on skill-based human resource management.

Accenture's differentiation in AI approach

- Human-Centric Focus: Prioritizing the combination of technology and organizational change while keeping humans at the core of transformations.
- Interoperable Ecosystems: Accenture's AI solutions integrate seamlessly with existing technologies, avoiding the creation of technical debt.
- Training and Support: Systematic education strategies for employees, backed by an internal skills database for effective competency management.

Potential impact on consumers and industries

- For Businesses: Accelerated AI adoption, boosting productivity and enabling new business models.
- For Employees: A shift in required skills, necessitating ongoing training and adaptation.
- For Society: Promising advancements in healthcare, logistics, and infrastructure.
- For Technology: The rise of physical AI and the establishment of interoperable solutions as potential industry standards.



Intel CES 2025 presentation summary

Vision and Strategy

- Strategic Reorientation: Intel is focused on reclaiming technological leadership by delivering world-class products across client, edge, network, data center, and AI segments.
- Core Goal: Leveraging the x86 architecture and advanced manufacturing capabilities to deliver resilient and adaptable solutions.
- Process Technology: The launch of Intel 18A technology in 2025 represents a significant milestone for maintaining industry competitiveness.

Key Innovations

- Lunar Lake and Panther Lake: Advanced processors with enhanced energy efficiency and AI performance.
- Intel Core Ultra: New Lunar Lake processors (for desktops and **notebooks**) **featuring** integrated AI capabilities.
- Intel Arc Battlemage (B-series): Advances in discrete graphics cards, prioritizing performance and energy efficiency.
- vPro Fleet Services: Transition to cloud-based tools for simplified IT management and remote device handling.
- Phi Silica: An embedded language model designed to operate locally on Windows devices.

Practical applications

- AI on PCs: Intel Core Ultra enhances PC experiences with AI-driven features, from image generation to workflow improvements.
- Commercial Sector: vPro reduces service interruptions and optimizes device fleet management for enterprises.
- Gaming and Content Creation: HX and H processors optimized for demanding applications such as gaming, content creation, and mobile workstations.

Partnerships and collaborations

- Close Collaboration with Microsoft: Development of Copilot+ PCs on Windows 11, delivering enhanced AI performance and productivity features.
- Partner Ecosystem: Collaborating with HP, Dell, Lenovo, and others to launch designs powered by Lunar Lake.

Privacy and Security

- Enhanced Security: Integration of Pluton security on Lunar Lake processors, combined with new Windows 11 features to safeguard data.
- Remote Management: vPro technology enables device management even in the event of system failures.

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Significant announcements (Bullet Points)

- Launch of Intel Core Ultra 200H and HX series for optimal performance.
- Expansion of the Arc Battlemage lineup with the B70 for gaming.
- Introduction of vPro Fleet Services, a cloud-based management solution.
- Availability of Phi Silica, enabling secure, local applications.

Scheduled launch of Panther Lake on Intel 18A in the second half of 2025.

Differentiation of Intel's AI approach

- Embedded AI: Unlike competitors, Intel emphasizes locally integrated AI (without cloud dependency) through dedicated on-chip computational capabilities.
- x86 Ecosystem: Optimized x86 architecture for AI ensures broad compatibility with existing applications.
- ISV Collaboration: Over 500 AI models optimized for Intel Core Ultra, supported by a strong network of independent software vendors (ISVs).

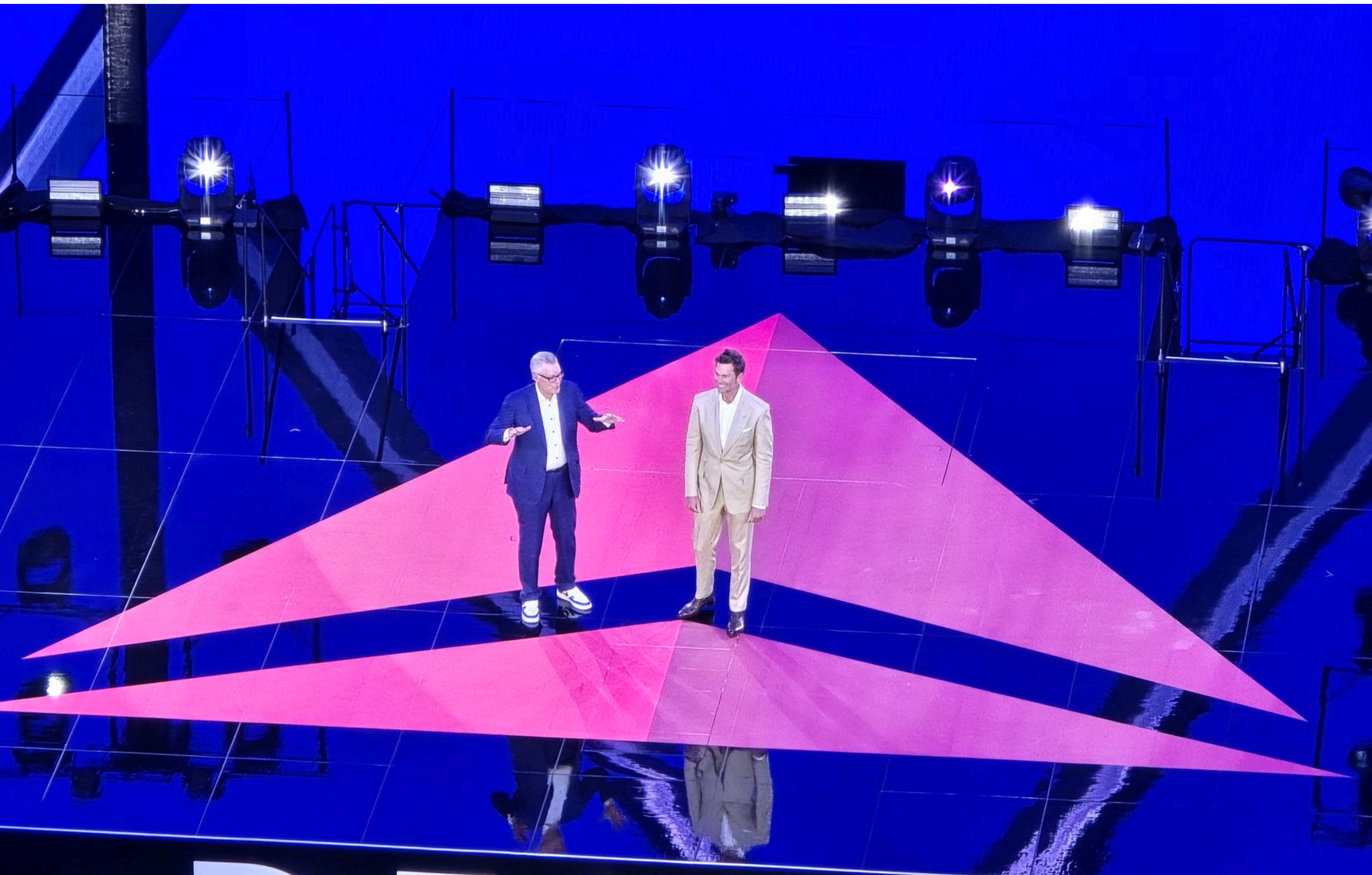
Potential impact perspectives

- For Consumers: Accelerated adoption of AI-enhanced PCs, boosting productivity, security, and creative capabilities.
- For Industries: Strengthened device fleet management tools, operational cost reductions, and enhanced commercial performance.
- General Impact: Groundbreaking technology that places AI at the core of digital experiences, redefining performance and efficiency standards across multiple sectors.

DELTA SOARS INTO ITS CENTENNIAL YEAR



07



DELTA SOARS INTO ITS CENTENNIAL YEAR



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Summary of Delta's CES 2025 presentation

Vision and Strategy

- Core Mandate: Place people at the center of travel innovations, connecting communities and enhancing human experiences.
- Long-Term Goal: Lower barriers to travel, democratize aviation, and invest in sustainable technologies.
- Customer-Centric Approach: Leverage technology, particularly AI, to deliver personalized experiences throughout the traveler journey.

Key Innovations

- Delta Concierge: An AI-based personal assistant integrated into the Fly Delta app, offering real-time recommendations and support.
- Joby Aviation Partnership: Introduction of electric vertical takeoff and landing vehicles (eVTOL) for faster airport transfers.
- Free Wi-Fi and YouTube Partnership: Exclusive access to YouTube content, including free YouTube Music and YouTube Premium for passengers.
- Exclusive Content: Launch of Well Traveled, a wellness series hosted by Tom Brady.
- Onboard Technology: Personalized seatback screens via Delta Sync, featuring real-time translation and planning tools.

Practical Applications

- Seamless Customer Experience: Biometric tools and digital baggage tags streamline security and reduce wait times.
- Optimized Connections: AI assigns closer boarding gates to minimize connection delays.
- Enhanced Loyalty: The expanded SkyMiles program lets members earn miles through Uber and Uber Eats.

DELTA SOARS INTO ITS CENTENNIAL YEAR



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Delta CES 2025 presentation: partnerships, announcements, and differentiation

Partnerships and Collaborations

- YouTube: Exclusive access to creator content and ad-free streaming onboard.
- Uber: Integration of ground transportation and SkyMiles loyalty program benefits.
- Airbus: Collaboration on advanced technologies like variable-geometry wings and sustainable aviation fuel (SAF).
- DraftKings: Interactive gaming incorporated into the onboard passenger experience.

Privacy and Security

- Biometric Technologies: Streamlined terminal access and enhanced security processes.
- Data Protection: AI-enabled personalized experiences developed in compliance with stringent security standards.

Key Announcements

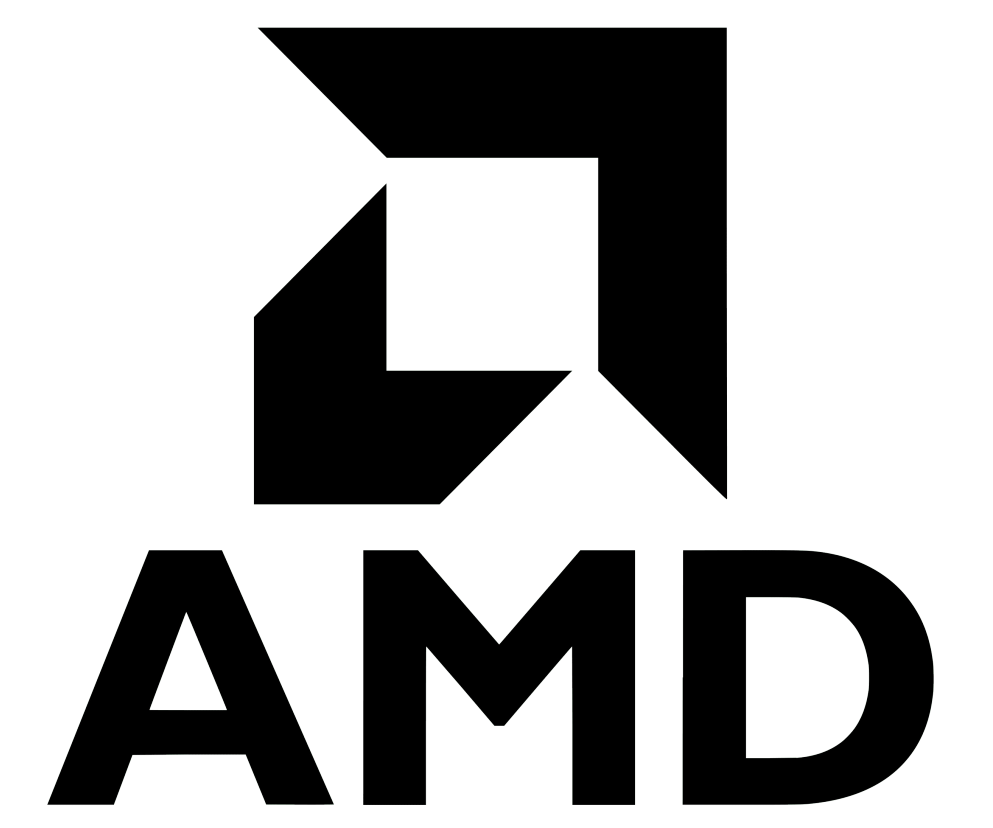
- Launch of Delta Concierge, providing integrated personal assistance for travelers.
- Collaboration with Joby Aviation to introduce eVTOL transport for airport transfers.
- Exclusive partnerships with YouTube, Uber, and DraftKings to enrich travel experiences.
- Expansion of sustainable aviation fuel (SAF) use in partnership with Airbus.
- Introduction of Well Traveled, a wellness program, available on onboard screens starting in 2025.

Delta's Differentiation in AI

- End-to-End Personalization: Delta Concierge predicts traveler needs and adjusts real-time recommendations.
- Seamless Integration: AI unites all travel stages, from booking to airport and in-flight experiences.
- Human-Centered Design: AI enhances human connections rather than replacing personal interaction.

Potential Impact

- For Consumers: Personalized, stress-free, and connected travel experiences with enhanced comfort and convenience.
- For the Industry: Creation of a sustainable ecosystem through advanced technology, emission reductions, and innovative transport models.
- Global Impact: Increased travel accessibility fostering economic and cultural opportunities in underserved regions, while setting new standards for connectivity and sustainability in aviation.



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Summary of Key Points from AMD's CES presentation

Vision and Strategy:

- AMD continues its mission to push the boundaries of high-performance computing, impacting diverse sectors such as gaming, AI, enterprise, and mobile devices.
- A strategy focused on deep collaborations with key partners to develop co-innovative solutions.
- Goal: To integrate advanced technologies into daily life and businesses while delivering unmatched performance.

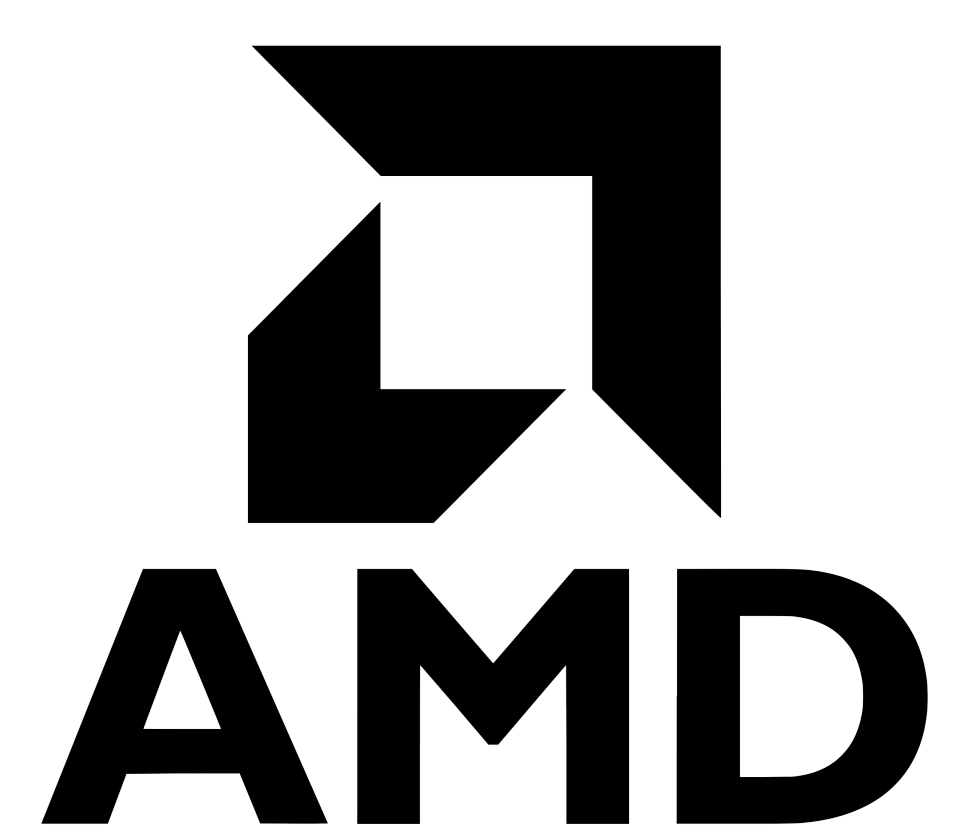
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Major Innovations:

- Ryzen 9 9950X3D Processors:
 - The highest-performing 16-core processor for gaming and content creation, surpassing Intel and other competitors.
 - Significant improvements in speed, multitasking, and graphics processing capabilities.
- Zen 5 and RDNA 4 Technology:
Integrated into new mobile and laptop products, delivering advanced graphical and AI capabilities.
- Ryzen AI Max (Strix Halo): A revolutionary x86 processor designed for mobile devices and compact workstations, combining workstation-level performance with portability and energy efficiency.
- Advancements in Graphics (FSR 4) and AI Optimization: A new machine-learning-based framework for frame generation and upscaling to enhance gaming experiences and demanding applications' performance.

Practical Applications:

- Gaming: Optimization for popular games like Call of Duty: Black Ops 6, Starfield, and Cyberpunk 2077.
- AI in PCs: Integration of AI models like Llama 3.1 directly into laptops to boost productivity and handle intensive AI workloads locally.
- Enterprise: Ryzen AI Pro processors enhancing data security and optimizing decision-making processes in industries such as finance and energy.



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Partnerships and Collaborations:

- Microsoft: Joint optimization for gaming and technologies like DirectX 12 Ultimate.
- HP, Lenovo, Asus, Dell: Development of innovative devices such as HP ZBook Ultra, Lenovo ProArt, and Dell Pro Portfolio, featuring advanced performance and security capabilities.

Privacy and Security:

- AMD Pro Processors: Enhanced security layers, including AMD MemoryGuard and Microsoft Pluton.
- Zero Trust Principles: Adopted to safeguard sensitive data and ensure system reliability.

Significant Announcements and Features:

- Ryzen 9 9950X3D: The best processor for gaming and content creation, delivering up to 20% increased performance.
- Ryzen AI Max (Strix Halo): Capable of running massive AI models with performance surpassing desktop GPUs like the RTX 4090.
- FSR 4 and RDNA 4: Advanced graphics technologies for enhanced visual quality and fluidity in gaming.
- Dell Pro Portfolio: A major new partnership featuring Ryzen AI Pro for enterprise solutions.

AMD's Differentiated Approach to AI:

- Performance and Energy Efficiency: Integration of processors like Ryzen AI Max that deliver cutting-edge AI performance with reduced energy consumption.
- Broad Application Range: Compatibility with gaming, creative software, and enterprise solutions.
- Strategic Partnerships: Close collaboration with industry leaders such as Microsoft and Dell to co-develop optimized hardware-software solutions.

Outlook:

- Impact on Consumers: AMD's processors and graphics technologies will revolutionize gaming and professional experiences, providing unmatched performance and advanced on-device AI capabilities.
- Impact on Industries: AMD is transforming technology, healthcare, and energy sectors with solutions that enhance productivity and promote sustainable innovation.
- Market Position: With strong partnerships and differentiated technologies, AMD is positioned as a leader in integrating AI into personal and enterprise computing.

08

MONITORING



08

Get ahead with our strategic intelligence

My expertise in the telecom sector translates into three tailored offerings designed to support industry and digital players as they navigate the rapid evolution of technology since 2007.

1. MWC Technology Watch

Since 2007, I have been providing in-depth coverage of the Mobile World Congress (MWC), the premier telecom event. This personalized service offers live tracking of major technological innovations, along with strategic analyses of emerging trends like 5G and smart mobility. You'll receive daily updates via WhatsApp with photos, videos, and answers to your questions. At the end of the event, a comprehensive four-day summary will help you identify key opportunities for your business.

2. Strategic AI and Telecoms Intelligence

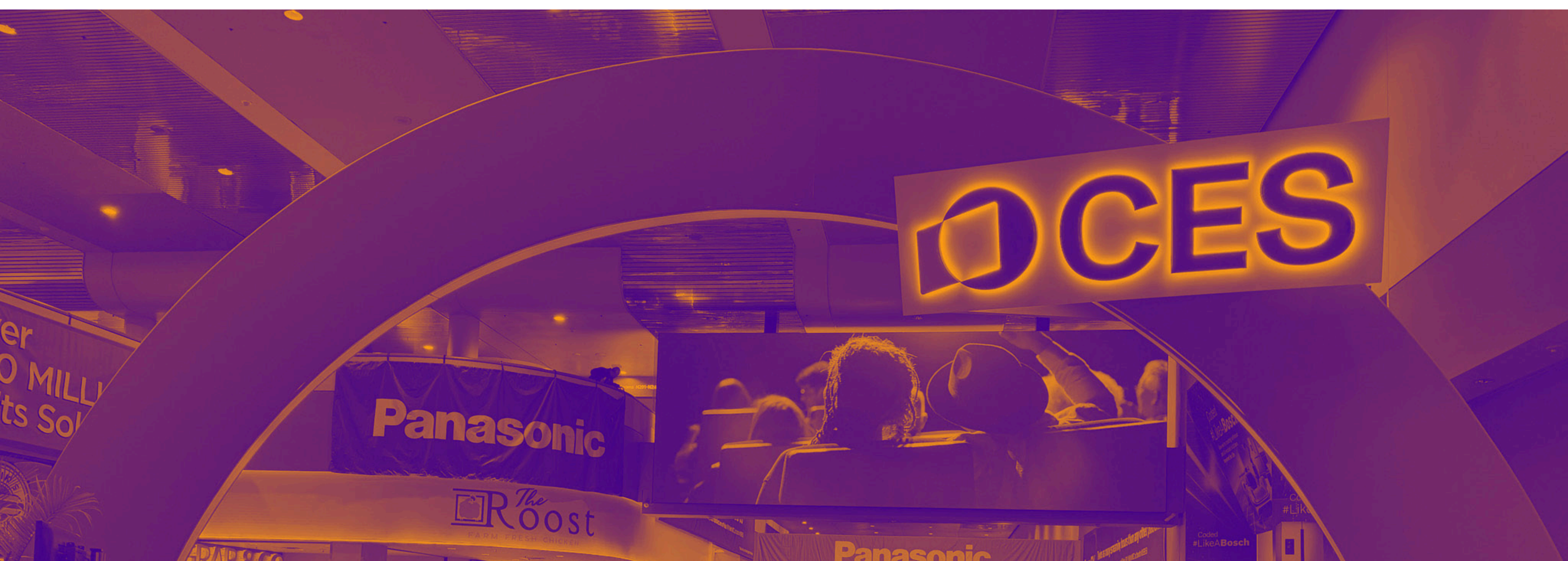
In a world where innovation continually reinvents telecoms, staying informed is essential. My biweekly strategic intelligence service delivers detailed analysis of the latest AI advancements in the sector. Discover how AI is transforming networks, enhancing customer service, and opening new business opportunities. Through careful monitoring of key technological partnerships and investments, you'll always stay ahead.

3. The Telco Garage

A must-have weekly newsletter offering a comprehensive view of the global telecom industry. It includes analyses of innovations and global trends, providing insights into market evolution, technologies, and shifting consumer needs. The Telco Garage is your go-to tool for anticipating challenges and leveraging new opportunities.

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contact@christopheromei.com

Linkedin : christopheromei

Twitter : @christopheromei

